

**SPORTS SUMMIT 2020**  
CONVENTION CENTER  
CITIBANAMEX, MEXICO CITY, FEBRUARY 26 & 27 (2020)

PRESS RELEASE

**Sports Summit 2020: Every Leader, Every Sport**

**Ronaldo L. Nazário, President of the Real Valladolid, and Luigi de Siervo, CEO of Italy's Serie A, will offer stellar keynotes. Also joining are the Chiefs of Twitch, Formula 1 and World Boxing Council.**

Latest Top Speakers Confirmed:

- Ronaldo Nazário, President (Real Valladolid)
- Luigi de Siervo, CEO (Serie A Italy)
- Chad De Luca, Director of Sponsorships (Twitch)
- Mauricio Sulaimán, President (World Boxing Council)

**MEXICO CITY, DECEMBER 18, 2019.** The Sports Summit MX, the largest business and innovation event in the sports industry in Latin America, has announced a lineup of outstanding figures that will be present on February 26 and 27 at the Citibanamex Convention Center in Mexico City.

The organization confirmed that the 2020 edition will end on a high note thanks to the participation of international football legend Ronaldo Nazário in his capacity as President of Real Valladolid. World champion for Brazil in 1994 and 2002, named best player in the world three times and three-time winner of the Golden Ball, Ronaldo arrives as an entrepreneur to relate his challenges and achievements after one year as the president of the Spanish club.

Another outstanding figure that will attend as a speaker is Luigi de Siervo, CEO of the Italian Serie A, a top-level executive of one of the most valuable championships on the planet. He will share his entire strategy as well as the main keys in order to combat piracy.

A unique feature of the Sports Summit MX 2020 is the comprehensive approach to the sports industry. With this objective, the agenda also includes disruptive leaders of the sports business, in particular a company that is leading the eSports revolution. This is the topic of Chad De Luca's unmissable keynote, who as Director of Sponsorships for Twitch will explain why the video game streaming industry generates more profit than the movie and music market, connecting millions of unique users globally.

Meanwhile, Mauricio Suleimán, President of the World Boxing Council, will be a guest of honor to present the future of boxing, a sport that has generated a lot of noise in Mexico thanks to the popularity of champion Saúl "Canelo" Álvarez.

Organized by TTV Media Group, the Sports Summit MX 2020 has the strategic support of LaLiga as a Corporate Partner, and incorporates for this edition the invaluable support of world sports leaders in innovation, as is the case of Smart Media Protection as a Conference

Partner; Comtelsat and Televital as Strategic Partners; as well as Resonant Sports, Analitica Sports and the Latin America Anti-Piracy & Intellectual Property Consulting (LAAPIP) as Content Partners.

#### SPORT SUMMIT'S ADVISORY BOARD

Sports Summit Mexico has the support of an Advisory Board that includes some of the top executives from companies and associations connected to the international sports industry. The current Advisory Board includes Alejandro Irarragorri, President of the Board of Directors of Grupo Orlegi; Carlos del Campo, Deputy Director of the Presidency of LaLiga; Emilio García Silvero, Chief Legal Officer at FIFA; Ignacio Arrola, Marketing, Commercial, Rights and Digital at Mediapro; Iris Córdoba, General Manager of GSIC; Jorge Barrera, President Club Atlético Peñarol; Julio Senn, Managing Partner of Senn Ferrero y Asociados; Mariano Elizondo, President of the Argentine Super League; Quentin Paquelier, Head of Facebook Sports Mexico; and Seong Sin, Head of Marketing and Legal Services for the UEFA.

#### ABOUT THE SPORTS SUMMIT MEXICO

The Sports Summit is a strategic meeting point for leaders and key players of the international sports industry from a wide range of disciplines, guaranteeing top level networking and unique brand exposure. For two days, the event is structured around a conference with an agenda focused on innovation, anti-piracy, interaction with audiences, live broadcasts, fan engagement, eSports, sports marketing, fan experience, social networks, digital transformation, smart stadiums, and much more. In its first edition, the event welcomed more than 2,000 attendees from 35 countries, hosted 27 conferences and workshops, and presented 70 speakers, 75 clubs, and 40 leagues and competitions.

#### ABOUT TTVMEDIA GROUP

Founded in 2004 with more than 16 years of experience in the entertainment business in Europe, Latin America, the US and the US Hispanic, TTVMedia Group was born as a specialized media company. Owners also of creative agencies Unik Media Solutions, Drumyn International, specialized media outlets Brand + News, TodotvNews and the Anti-piracy Summits in LatAm. As organizers of Sports Summit ([www.sportssummit.mx](http://www.sportssummit.mx)), we have the experience of 23 summits over the last five years with a strong focus on content piracy affecting the audiovisual industry and everything it entails, with the firm support of LaLiga Spain since day one.

To get access to press and social media materials for the 2020 edition, as well as images from the Sports Summit first edition, please click the following link: <https://bit.ly/2LpT6Cy>

#### PROMOTIONAL VIDEO SPORTS SUMMIT 2020

In English: <https://bit.ly/2qqEoUW>

In Spanish: <https://bit.ly/2s8yV5H>

SOCIAL MEDIA:

#SportsSummitMX

Linkedin: SportsSummitMX

Twitter: @SportsSummitMX

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