



# SPORTS SUMMIT MEXICO · 2020

## IN NUMBERS

FEBRUARY 26 & 27, 2020 CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

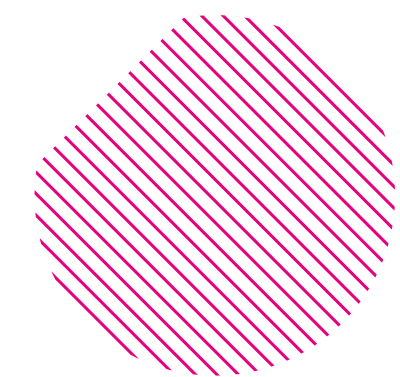
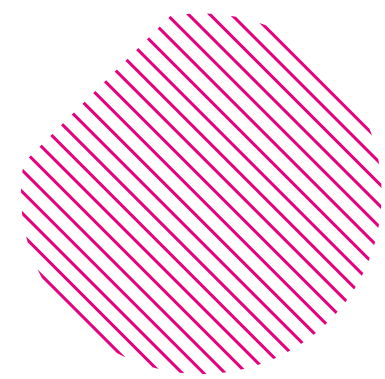


# Index

- ABOUT DE ORGANIZERS
- NUMBERS
- OUTSTANDING QUOTES
- SPORTS SUMMIT SPEAKERS
- SPORTS SUMMIT AWARDS
- CORPORATE LOUNGE

- ATTENDING COMPANIES, CLUBS, LEAGUES, FEDERATIONS & COMPETITIONS
- IMPACTS IN MEDIA
- MEDIA OUTLETS
- MEDIA ON SITE PRESENCE
- SOCIAL MEDIA IMPACT
- MOST POPULAR CONTRIBUTORS

- MARKET FLOOR
- SPORTS SUMMIT APP
- SPORTS SUMMIT PARTNERS



FEBRUARY 26 & 27, 2020

CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

**SPORTS SUMMIT MEXICO · 2020**

# About the Organizers



## **Name and address of the organization:**

FARLUX INTERNATIONAL SA (TTV MEDIA)  
Aguada Park Building  
Paraguay 2141 St. Office N° 401  
Montevideo, Uruguay

## **Telephone**

+ (598) 2927 2510 ext. 103

## **Key contact person**

Alejandro Sánchez, COO  
asanchez@todotv.tv

Mónica Iriarte, Managing Director  
miriarte@todotv.tv

## **Company Founder & CEO**

Sebastian Lateulade  
slateulade@todotv.tv

Founded in 2004, **TTV Media Group**, with over 16 years leading the entertainment business in Europe, Latin America, US and US Hispanic, as an specialized media information company. Owners also of **Unik Media Solutions**, **Drumyn International** (Creative agencies); **Brands+ News**, **TodotvNews** (News on IP and TV Industry & Entertainment) and **Anti-Piracy Summits Latam**.

As organizers of the Sports Summit ([www.sportssummit.mx](http://www.sportssummit.mx)), we have the endorsement of 23 previous summits over the last 5 years with a strong focus on content piracy on the audiovisual industry, and everything it entails with the firm support from LaLiga Spain, since the very beginning.

FEBRUARY 26 & 27, 2020

CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

**SPORTS SUMMIT MEXICO · 2020**

**Sports Summit Mexico is a fundamental meeting point for key players in the international sports industry'** in many disciplines, guaranteeing high-level networking and unique brand exposure.

---

**Date**

February 26 & 27, 2020

**Duration**

2 days

**Location**

Centro CitiBanamex, Mexico City, Mexico

**Program features**

Innovation, anti-piracy, audience interaction, live streaming, fan engagement, eSports, sports marketing, fan experience, social media, digital transformation, smart stadiums, etc.

FEBRUARY 26 & 27, 2020

CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

**SPORTS SUMMIT MEXICO · 2020**



# Aftermovie



FEBRUARY 26 & 27, 2020 | CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

**SPORTS SUMMIT MEXICO · 2020**

## SPORTS SUMMIT in numbers

 **+2500**  
Participants

 **+38**  
Countries

 **+80**  
Speakers

 **+32**  
Conferences

 **USD 6,528,050**  
Media coverage value

 **+45**  
Leagues & Competitions

 **+90**  
Clubs

 **+100**  
Companies

 **+100**  
Media Outlets

## Worldwide Advisory Board

**Sports Summit Mexico,** has the support of worldwide Top Executives as part of the Advisory Board from well-known Sports industry companies and associations such as **Emilio García Silvero (FIFA), Seong Sin Han (UEFA), Alejandro Irarragorri (Orlegi Group), Carlos del Campo (LaLiga), Ignacio Arrola (MediaPro Group), Iris Córdoba (GSIC, Powered by Microsoft), Julio Senn (Senn Ferrero Asociados S.L.), Quentin Paquelier (Facebook), Mariano Elizondo (Superliga Argentina)**



**+2500** Attendees

**More than 2500 execs from sports entertainment industry**

(associations, clubs, federations, national and international competitions), digital platforms, heads of technology, innovation, fan experience and tv & media execs in general.



FEBRUARY 26 & 27, 2020 | CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

**SPORTS SUMMIT MEXICO · 2020**



# Outstanding Quotes

"The organization of the Sports Summit was great and up to the standards of everyone invited".

**Ronaldo L. Nazário**

President of the Real Valladolid Football Club



"It's a pleasure to have this kind of forums because it allows us, as an industry, to explain what we're doing".

**Javier Tebas**

President of LaLiga



"This year the space was even bigger, with very professional contacts and top-quality conferences."

**Iris Cordoba**

General Manager at GSIC



"With this Summit, Mexico continues the Latin American charge in development and innovation".

**Jaume Roures**

Founding Partner at Mediapro



"The impact the Summit is having day-by-day is obvious".

**Miguel Ángel Gil Marín**

CEO of Atlético Madrid



"It has been a huge opportunity to have executives and representatives from every sport at the same event"

**Mrs Isabel Ovalle**

Media Senior Specialist at the Supreme Committee for Delivery & Legacy (FIFA World Cup Qatar 2022)



"I'm pleasantly surprised of the quality and the organization of the Sports Summit. The level has been amazing."

**Mauricio Sulaiman**

President at World Boxing Council



"It was done very well. A first-class experience"

**Edson Crevecour**

VP, Strategy & Data Analytics, MIAMI HEAT



"It's a place where you can really debate about the sector's transformation in the digital era."

**Pau Serracanta**

Managing Director, DORNA





# SPORTS SUMMIT **Speakers**



**JAVIER TEBAS**  
PRESIDENT (LALIGA)



**RONALDO L. NAZÁRIO**  
PRESIDENT AT REAL VALLADOLID CLUB DE FÚTBOL



**MIGUEL ÁNGEL GIL MARÍN**  
OWNER (ATLÉTICO DE MADRID)



**JAUME ROURES**  
FOUNDING PARTNER AT MEDIAPRO



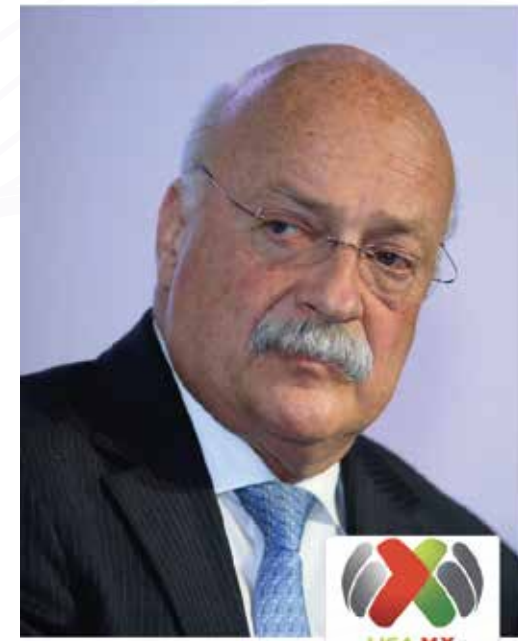
**LUIGI DE SIERVO**  
CEO, SERIE A ITALY



**YON DE LUISA**  
PRESIDENT OF THE MEXICAN FOOTBALL FEDERATION



**MAURICIO SULAIMAN**  
PRESIDENT AT WORLD BOXING COUNCIL



**ENRIQUE BONILLA**  
EXECUTIVE PRESIDENT OF LIGAMX



**CHAD DE LUCA**  
DIRECTOR OF SPONSORSHIPS, TWITCH



**XAVI O'CALLAGHAN**  
MANAGING DIRECTOR AMERICAS AT FC BARCELONA



**EDSON CREVECOEUR**  
VP. STRATEGY & DATA ANALYTICS OF THE MIAMI HEAT



**BRANDON GAYLE**  
EVP REVENUE, BRAND & COMMUNICATIONS (SAN ANTONIO SPURS)

**AND MORE THAN 80 TOP SPEAKERS**

FEBRUARY 26 & 27, 2020

CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

**SPORTS SUMMIT MEXICO · 2020**



# SPORTS SUMMIT Awards



FEBRUARY 26 & 27, 2020 | CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

SPORTS SUMMIT MEXICO · 2020





FEBRUARY 26 & 27, 2020 | CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

**SPORTS SUMMIT MEXICO · 2020**



# Corporate Lounge

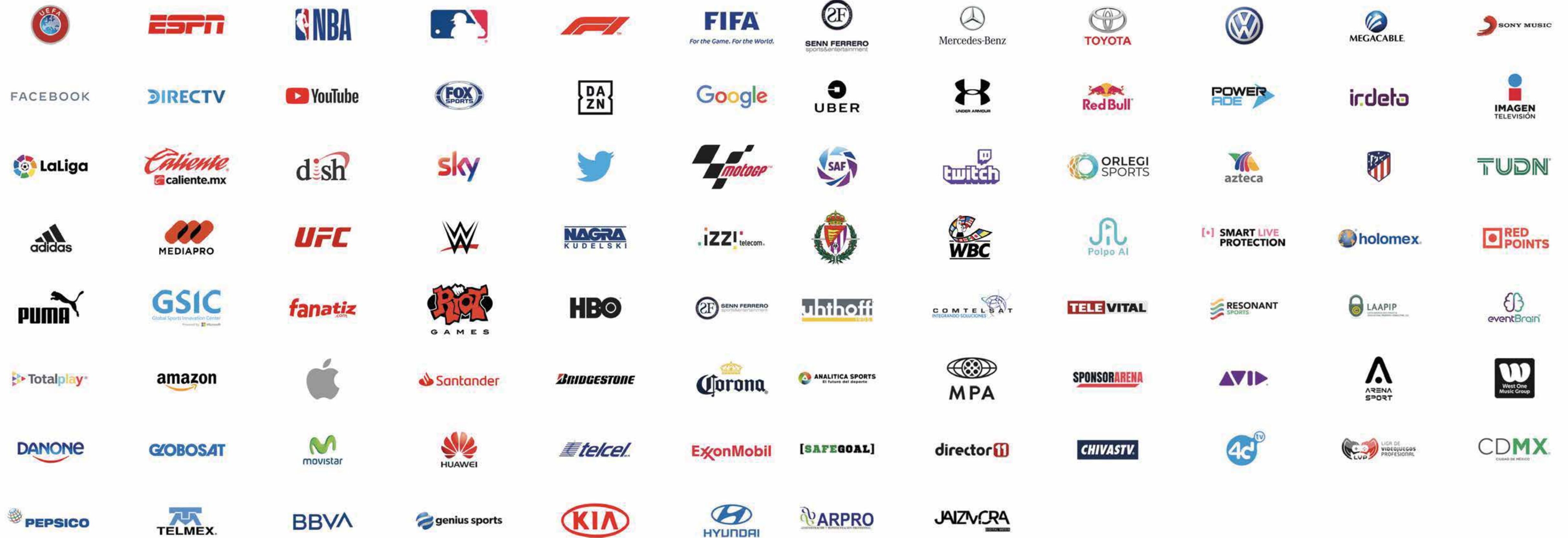


FEBRUARY 26 & 27, 2020 | CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

SPORTS SUMMIT MEXICO · 2020



# +100 Companies



FEBRUARY 26 & 27, 2020 | CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

SPORTS SUMMIT MEXICO 2020



# +90 Clubs



FEBRUARY 26 & 27, 2020

CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

SPORTS SUMMIT MEXICO · 2020



# +45 Leagues, Federations & Competitions

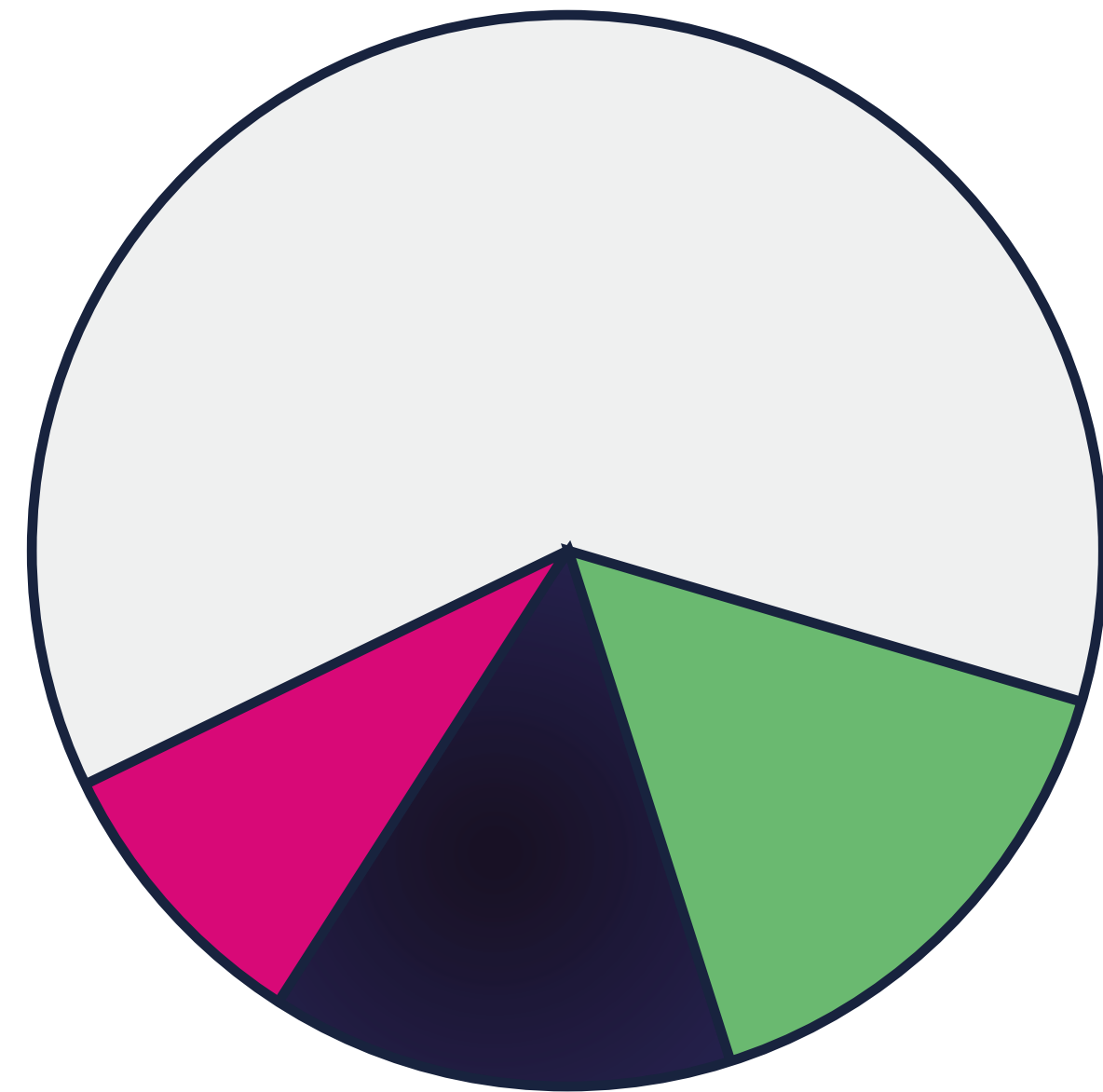


FEBRUARY 26 & 27, 2020 | CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

SPORTS SUMMIT MEXICO · 2020



# Impacts in Media



- ONLINE
- PRINT
- TV
- RADIO



**+350**  
REGISTERED  
JOURNALISTS

**+100**  
MEDIA  
OUTLETS

**+740**  
MEDIA  
IMPACTS

FEBRUARY 26 & 27, 2020

CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

**SPORTS SUMMIT MEXICO · 2020**



# Impacts in media

ECONOMIC VALUE

U\$S 6,528,050

AUDIENCE IMPACTS

+91,190,054



FEBRUARY 26 & 27, 2020 | CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

SPORTS SUMMIT MEXICO · 2020



# +100 Media Outlets

## Television



## Print / Digital



## Radio



FEBRUARY 26 & 27, 2020

CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

SPORTS SUMMIT MEXICO · 2020



# Media On Site



FEBRUARY 26 & 27, 2020 | CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

SPORTS SUMMIT MEXICO · 2020



# Social Media Impact

HASHTAG ECONOMIC VALUE  
**#SPORTSSUMMITMX**

 **TWITTER**  
Source: tweetbinder.com / historical report  
Period: March 2019 - March 2020

# USD 758,879

 **354,403,299**

**POTENTIAL IMPACTS**

The potential number of times somebody could have seen the hashtag

 **38,557,251**

**POTENTIAL REACH**

The potential number of unique users that could have seen the hashtag



# Social Media



## FACEBOOK

Reach **1.393.382**

Impressions **2.979.451**

Video Rep. **77.385**

Interactions **86.242**



## INSTAGRAM

Reach **1.023.640**

Impressions **1.912.513**

Video Rep **106.439**

Interactions **123.769**



## LINKEDIN

Impressions **34.188**

Interactions **16.052**



# Social Media

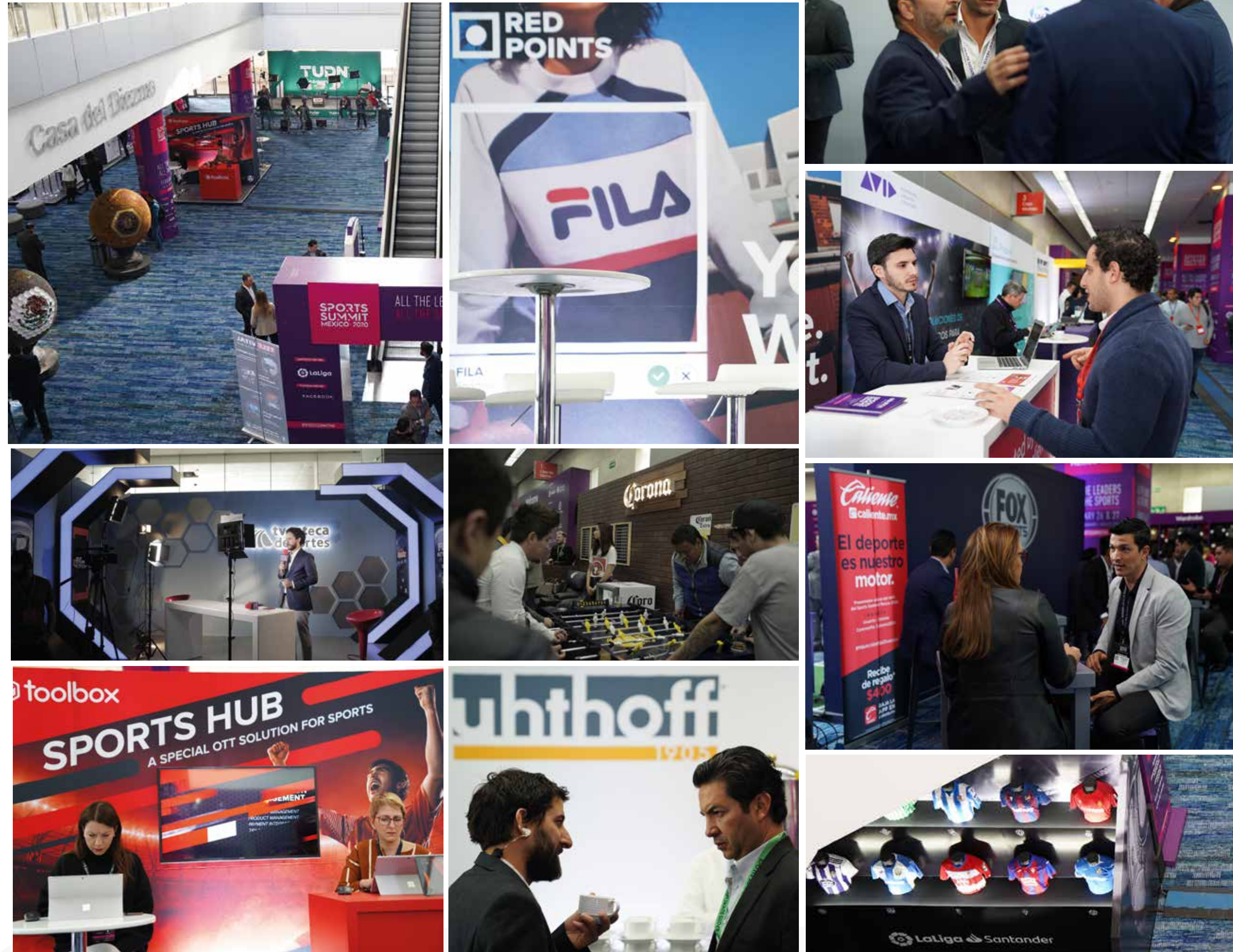
## MOST POPULAR CONTRIBUTORS

			
@FoxSportsMX	9.819.058	255.594	1.365.611
@TVCDeportes	538.860	8.373	535.844
@UnivDeportes	330.424	2.000	61.253
@AztecaDeportes	6.793.700	543.646	2.333.123
@LosProta	1.591.930	77.877	223.178
@ElFinanciero_MX	1.822.166	4.928	1.175.693
@TD_Deportes	6.258.709	448.000	4.040.645
@TUDNMex	8.338.217	795.000	4.100.000
@Infobae	3.122.519	1.100.000	2.600.000
@MedioTiempo	3.226.413	579.000	2.300.000
@ImagenTvMex	4.347.866	261.000	288.000
@DiarioAS	2.739.254	657.000	2.600.000
@efeconosur	45.688	10.100	5.387
@palco23	2.412	-	9.963

**ORGANIC REACH 49.977.216 4.742.518 21.638.642**



# Market Floor



FEBRUARY 26 & 27, 2020 | CENTRO CITIBANAMEX, MEXICO CITY, MEXICO



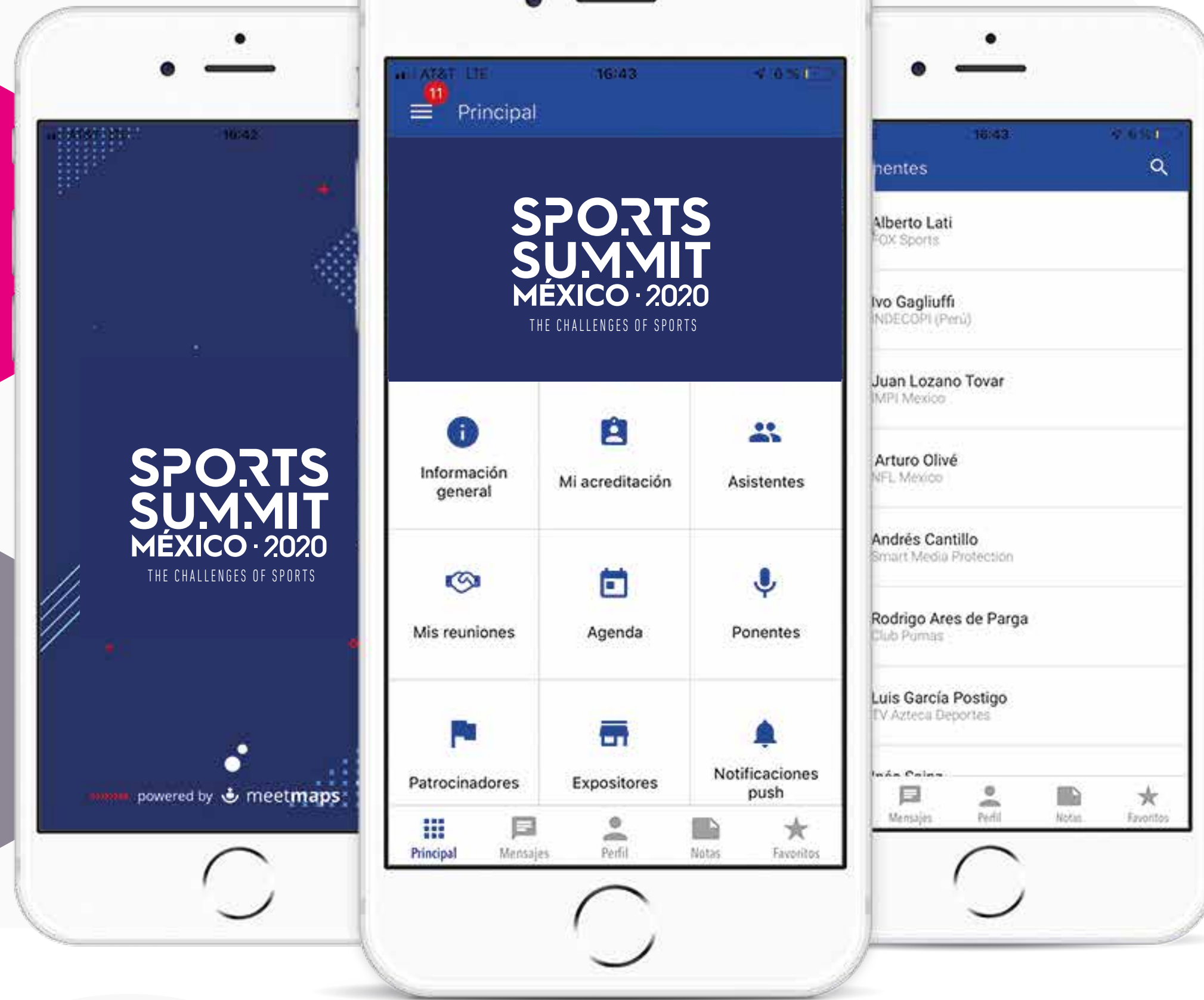
SPORTS SUMMIT MEXICO 2020



# Sports Summit APP

**50K**  
Interactions  
in the app

**89%**  
Downloads



**650**  
Requested  
meeting

**10k**  
Messages  
between  
participants

FEBRUARY 26 & 27, 2020 | CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

**SPORTS SUMMIT MEXICO · 2020**



# Sports Summit Partners

## Corporate Partner



## Platinum Partner



## Strategic Partner



## Content Partner



## Industry Partners



## Conference Partners



## An event by



FEVEREIRO 26 & 27, 2020

CENTRO CITIBANAMEX, MEXICO CITY, MEXICO

SPORTS SUMMIT MEXICO 2020



# SPORTS SUMMIT MEXICO · 2020

FEBRUARY 26 & 27, 2020 CENTRO CITIBANAMEX, MEXICO CITY, MEXICO