

On June 30, SATIS TV is back in sport mode!

Paris, May 18, 2021 –**Major sporting events have always been the driving force behind the adoption of technological innovations in the fields of production as well as broadcasting... And with the Olympic Games just around the corner in three years' time, France is in full swing!**

The past few months have accelerated the adoption of digital uses by professionals and end users. The next sports events will multiply experiments for television channels, operators, manufacturers and service providers who are all actively preparing for the 2024 deadline.

These players, but also the sports arenas, wish to exploit the multiplicity of channels and screens available to them (at home, on the road, on site) and all the cutting-edge technologies available to provide the audience with engaging and immersive content as sn of possible.

Also, on June 30, SATIS TV will offer you a special day to consider the audiovisual challenges of today's and tomorrow's sports events. This SATIS TV Special Sport will shed light on the major audiovisual trends and perspectives through five conferences and workshops with key players in the live and sports sector.

This day dedicated to workflows optimisation, creation, immersion, interactivity and engagement, from production to screens, will feature 5 conferences:

- **Automated production from filming to broadcasting.**

Remote production, automated cameras, graphics...

- **Graphic enhancement with virtual studios and Augmented Reality.**

How real-time graphics solutions make programs more attractive.

- **How to create a sports channel for all budgets?**

Today even small sports federations can create their own channel to create engagement with their members and fans and find new forms of revenue...

- **Real event / Virtual event: how to engage the audience?**

The technical devices for capturing, broadcasting and retransmitting live and virtual events must feed each other... What are the existing solutions?

- **Sailing race broadcasts: developments and futur**

An update on existing tools and the latest innovations.

The SATIS TV channel, which is aimed at all French-speaking professional audiences, will offer these round tables live and free of charge on June 30. Content will then be available in replay (VOD), until the 2021 edition of SATIS, on November 9 and 10, 2021.

SATIS, the major event for audiovisual technologies, has launched SATIS TV, the first event channel dedicated to the audiovisual industry, during its 2020 edition.

Discover or rediscover previous SATIS TV expert talks
<https://satis-expo.com/conferences>

To be able to watch SATIS TV Sport programs
it is necessary to be accredited!

Registration is free - visit the SATIS website:
<https://www.satis-expo.com>

About SATIS TV - Live & Sport

SATIS TV offers an editorialized event dedicated to the audiovisual value chain (broadcast, cinema and corporate) with a special focus on sports broadcasting on June 30. This event is proposed by the company Génération Numérique and with the support of Plaine Commune.

About Génération Numérique, the 360° agency

Founded in 2014, Génération Numérique is a 360 agency which provides information for professionals in the film, television and new media industries. The company publishes three magazines: Mediakwest, Moovee and Sonovision. To reinforce this information strategy, Génération Numérique acquired SATIS in 2017 and merged it with Screen4ALL, the Forum of Innovative Technologies for Film, Television and New Media. It also organises the 360 Film Festival, an international festival dedicated to the creation of immersive content (VR/AR/Large Formats). Génération Numérique was born from the passion of its founders for creation and innovation and the desire to share with as many people as possible the advances of an audiovisual ecosystem in permanent evolution.

www.genum.fr

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