



## **Verimatrix To Sponsor Virtual SportsPro Media INSIDER Series Featuring Broadcasting Experts from the NFL, Octagon, Astro, The FA, European Tour & More**

*Verimatrix Chief Revenue Officer to Speak on the “Death” of Sports, the Rise of eSports, and the Growing Need for Securing Live Competition*

**Aix-en-Provence, France and San Diego, USA, August 13, 2020** – [Verimatrix](#), (Euronext Paris: VMX), the leader in powering the modern connected world with people-centered security, today announced that Chief Revenue Officer [Lu Bolden](#) will join a lineup of sports broadcasting experts to speak on the future of the industry with today’s new need to protect ever-growing amounts of streamed sports and esports.

Registration is free. Visit [www.insider.sportspromedia.com](http://www.insider.sportspromedia.com).

With an eye on highlighting the largely uncharted challenges that come with new methods of reaching all types of sports fans, the [SportsPro Media INSIDER Series](#) serves as a valuable venue for those seeking to protect revenues when fans are at home instead of stadiums.

Traditional sports have found themselves facing the same new business model decisions that esports has organically addressed over the last several years. That makes for a big shift – where new revenue streams are created at warp speed with various streaming and broadcast options for countless types of sports. That translates into a similar shift for cybercriminals and those looking to circumvent anti-piracy measures. After all, they will always follow the money. And there’s plenty of that at stake.

The event includes speakers from top sporting and esports organizations, offering the following sampling of sessions:

The New Value of Sports Nights After COVID-19

- Dan Cohen, Senior Vice President at Octagon

- Phil Lines, Consultant

#### Share of Wallet: Developing Integrated OTT Commercial Strategies

- Rufus Hack, Chief Operating Officer, European Tour
- Charlotte Offord, Senior Marketing Director, National Football League

#### The Death of Sports (Hardly)

- Lu Bolden, Chief Revenue Officer, Verimatrix
- CK Lee, Vice President and Chief of Sports, Astro

Other session topics include broadcast technology for the new viewing experience as well as the role of AI and remote production in sports broadcasting.

“Providing a unique and convenient opportunity to hear from some of the most forward-thinking minds in sports broadcasting, this two-day virtual series is a true must-see for those wondering what’s ahead,” Bolden said. “We welcome professionals across the tech, sports, esports, media and entertainment spectrum to listen in and take part in its insightful Q&A opportunities.”

#### **About Verimatrix**

Verimatrix (Euronext Paris: VMX) helps power the modern connected world with security made for people. We protect digital content, applications, and devices with intuitive, people-centered and frictionless security. Leading brands turn to Verimatrix to secure everything from premium movies and live streaming sports, to sensitive financial and healthcare data, to mission-critical mobile applications. We enable the trusted connections our customers depend on to deliver compelling content and experiences to millions of consumers around the world. Verimatrix helps partners get to market faster, scale easily, protect valuable revenue streams, and win new business. To learn more, visit [www.verimatrix.com](http://www.verimatrix.com).

#### **About SportsPro Media**

SportsPro is the world’s leading international media company for the sports industry in print, digital and events. Founded in March 2008, SportsPro magazine is targeted specifically at the decision-makers, rights holders and senior executives who determine the future development of the world's major sporting competitions, events, properties and partnerships. The company hosts a series of popular events, including the SportsPro Media INSIDER Series, OTT Summit and SportsPro Live. To learn more, visit <http://www.sportspromedia.com>.

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