

# SPONSOR<sup>s</sup> Summit Sports Gaming

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SPONSOR<sup>s</sup> is the leading German-language producer and provider of information in the sports business industry. Besides supplying unique, comprehensive information, SPONSOR<sup>s</sup> also makes the leading platforms available to enable market participants to interact with one another. The portfolio ranges from media coverage (print, online, TV) to conferences and corporate events.

The monthly SPONSOR<sup>s</sup> magazine supplies in-depth analyses and extensive journalistic coverage of background information. SPONSOR<sup>s</sup> online provides exclusive news on a daily basis and is considered an indispensable news platform for the industry. Moreover, SPONSOR<sup>s</sup> is the publisher of reports and studies on topics of special interest.

The annual SPONSOR<sup>s</sup> conferences cover all aspects of relevance to the industry and, with a total of 300 speakers and 3,000 participants, are the top events in Europe for their field. SPONSOR<sup>s</sup> conferences offer a knowledge transfer at the highest level, and are the leading platforms for professional networking in the sports business industry. Moreover, SPONSOR<sup>s</sup> is the host of a number of corporate events.

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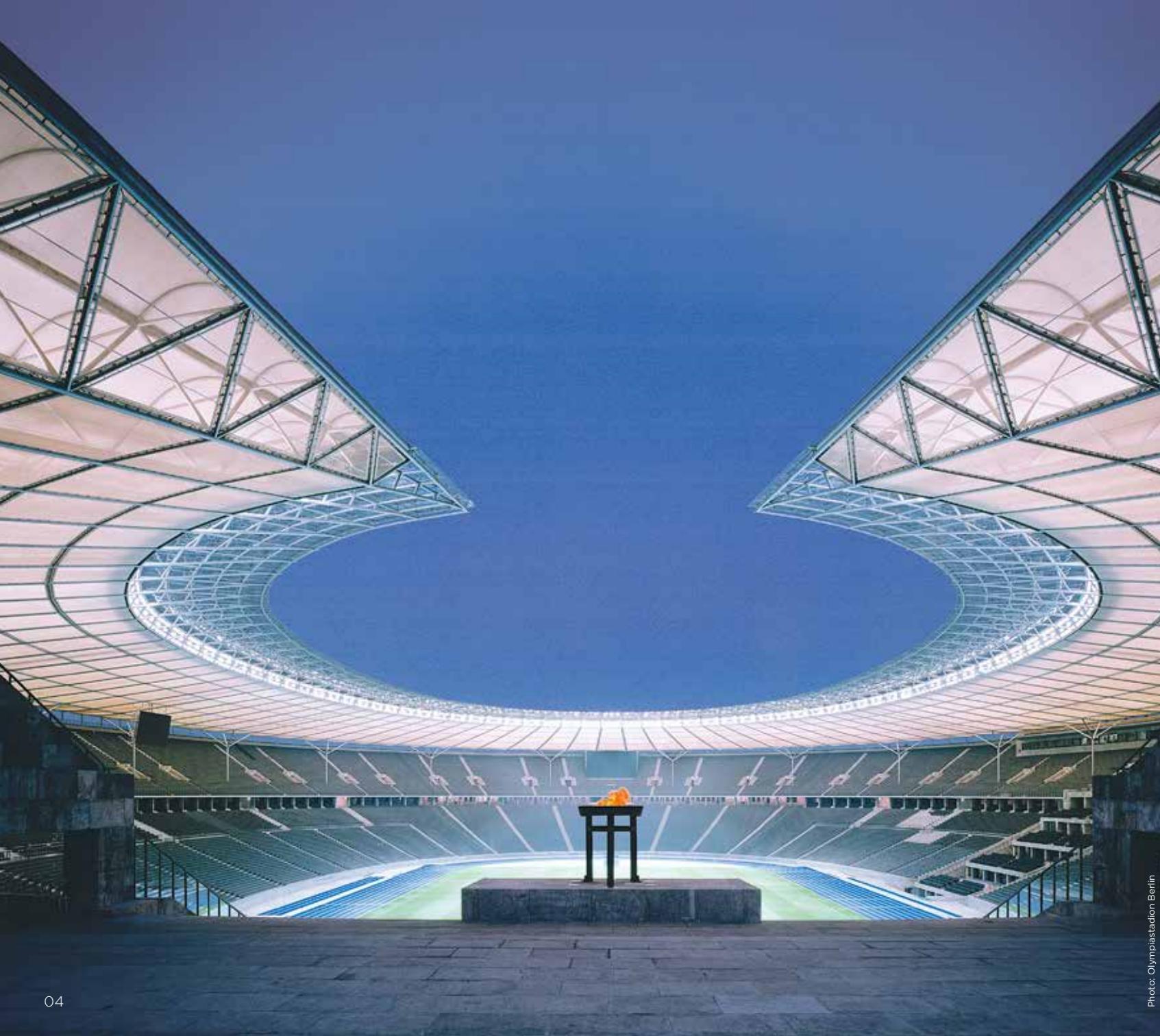
Premium Partners:



**31 March 2014**  
Olympiastadion, Berlin

## SPONSOR<sup>s</sup> Summit SportsGaming

First Schleswig-Holstein goes it alone, then the E-15 treaty is signed, and finally the Hessian Ministry of the Interior rejects all remaining betting licence applications. Annoyance, uncertainty and a lack of understanding prevails – so what happens now with the licences, new technologies, sponsorship and financing of popular sports? There is an urgent need for discussion. And it is for exactly this reason that the industry will now come together in Berlin.



## Host Partner

### Olympiastadion Berlin

Not only is the Olympiastadion Berlin one of the largest football stadiums in the world; it is also a very special event location. The stadium's historic facade conceals a multitude of versatile, state-of-the-art venues. The unique four-storey atrium, warm-up hall, VIP Driveway South and Cooking Club are just a few of the options available for individual events.

Seminars, conferences, workshops, meetings, trade fairs and product presentations: the Olympiastadion Berlin offers the ideal space for hosting all kinds of events. Conducting business in the extraordinary setting of the Olympiastadion Berlin is a truly memorable experience!



## Clarification required: what's the latest on the sports betting licences?

The news from Wiesbaden met with disbelief among industry players; indeed, it came entirely unexpectedly. In November 2013, the Hessian Ministry of the Interior rejected the applications of all 14 sports betting providers remaining in the second round. The reason: apparently none of them met the minimum requirements. And this despite the fact that the ministry had already first carefully narrowed down the field to 41 applicants.

Many industry insiders are now asking themselves why the 14 hearings even took place. After all, Wiesbaden had sufficient time to request changes. So why was this time not used? Many providers have complained of a lack of information and insufficient responses to their questions. Observers therefore agree that this was in all likelihood purely a tactical move to avoid being sued for their own blunders. Is this really the case? Was the Hessian Ministry of the Interior overwhelmed? And more importantly, what happens next? Is Wiesbaden facing a wave of complaints? Will the second hearing be repeated – and if so, when? When will the law passed on 1 July 2012 on opening up the sports betting market with turnover totalling several billion euros come into force? All these questions require clarification.

## Conference opening and relocation to Berlin

After two successful years at the Resort Schiesslowsee in Potsdam, the SPONSOR<sup>S</sup> Sports Gaming Summit is to celebrate not one but two premières in 2014: the previously invitation-only event is being opened to the entire industry and relocating to Berlin. Joachim E. Thomas (Managing Director, Olympiastadion Berlin) emphasises: “Sports betting is a controversial yet at the same time crucial issue for the entire industry. Related aspects range from financing models for professional and popular sports through to betting fraud. A contentious, open and responsible debate must take place.” In light of its proximity to sport, politics and the media, the Olympiastadion Berlin is the ideal venue for the third SPONSOR<sup>S</sup> Sports Gaming Summit.

## Loyal premium partners: Merkur and PokerStars

PokerStars and Merkur Interactive will support the SPONSOR<sup>S</sup> Sports Gaming Summit again this year. The online poker platform and subsidiary of the global Gauselmann Group will both be present at the conference as Premium Partners for what will be the third time in a row. Issues of relevance to both companies will be covered at the event, and the two will also share their thoughts on the current state of the German sports betting industry. Two further partners will also remain true to the conference: the world football association's subsidiary, FIFA Early Warning System (FIFA EWS), and the Initiative Profisport Deutschland (IPD) are once again on board as strategic partners for the SPONSOR<sup>S</sup> Sports Gaming Summit.

## Mobile devices, social media – and prevention

The future of German sports betting licences is not the only compelling topic affecting the industry up for discussion at the 2014 SPONSOR<sup>S</sup> Sports Gaming Summit. If the studies can be believed, in future, more than half of betting revenue will be earned online or via mobile devices. In Berlin, the new mybet management board member, Sven Ivo Brinck, will discuss these “mobile and social revenue drivers” and outline “why the future of sports betting is online”. Selected gaming experts will also consider new revenue and future international markets. Ralf Mutschke also warns of the dangers the internet harbours though. FIFA's Head of Security will explain just how the association intends to combat match fixing.



MOBILE DEVICES DRIVE REVENUE: the future is online.

## The right blend of sport, politics and industry

In the parliamentary elections last November, his party suffered a landslide defeat and his colleagues at the FDP's helm stepped down, but he remained: Wolfgang Kubicki. The floor leader for the FDP in Schleswig-Holstein's state parliament is direct, punctilious, entertaining, and a hard nut, but above all a recognised expert on sports betting. One of the masterminds behind the sports betting law in Schleswig-Holstein, Kubicki describes the current sports betting regulations in Germany as a "road to nowhere", a comment he will expand on in Berlin. The discussion that will follow is likely to be no less

controversial: Heinz-Georg Sundermann (Lotto Hessen), Michael Burkert (Deutscher Lotto- und Totoblock), Karin Klein (European Gaming and Betting Association), and Detlef Parr (former member of the Bundestag, FDP) will discuss the subject of "147 applications and 14 hearings – all rejected: the dialogue continues!". Another politician expected at the event is Reinhard Grindel (Member of the Bundestag, CDU). As the DFB's treasurer, he knows exactly "how sport is heard in the political sphere" and will discuss just this with Jan Pommer (Beko BBL) and Philipp Hasenbein (Sportfive).



**1 Wolfgang Kubicki** | Floor Leader for the FDP, Schleswig-Holstein state parliament | **2 Heinz-Georg Sundermann** | Managing Director, Lotto Hessen | **3 Ralf Mutschke** | Head of Security, FIFA | **4 Reinhard Grindel** | Treasurer, DFB and Member of the Bundestag, CDU

### Further speakers

**Arp, Hans-Jörn** | CDU

**Asensi, Santiago** | Asensi Abogados

**Brinck, Sven Ivo** | Mybet Holding

**Burkert, Michael** | Deutscher Lotto- und Totoblock

**Deeks, Andrew** | CleverTV

**Franssen, Justin** | Kalff Katz & Franssen

**Hambach, Wulf** | Hambach & Hambach

**Hasenbein, Philipp** | Sportfive

**Klein, Karin** | EGBA

**Mancini, Quirino** | SCM Lawyers

**O'Neal, Kevin** | PokerStars

**Parr, Detlef** | FDP

**Pommer, Jan** | Beko BBL/IPD

**Quermann, Dirk** | Merkur Interactive





## Programme

### 31 March | 10:00 - 12:50

- 10:00 **Welcome address by the organiser**
- 10:10 **Fantasy Sports - evolution and future:  
Where sports and gaming combine to engage massive loyal audiences** <sup>P eng</sup>  
Andrew Deeks | CEO and Founder CleverTV
- 10:35 **The Fantasy League, an international comparison: markets, masses, millions** <sup>D eng</sup>  
Dr. Wulf Hambach | Founding Partner Hambach & Hambach  
Quirino Mancini | Senior Partner SCM Lawyers  
Justin Franssen | Founding Partner Kalff Katz & Franssen Attorneys at Law  
Santiago Asensi | Managing Partner Asensi Abogados
- 11:05 **Coffee break and networking**
- 11:35 **The right tone: How sport is heard in the political sphere** <sup>D</sup>  
Reinhard Grindel | Treasurer, DFB and Member of the Bundestag, CDU  
Philipp Hasenbein | Managing Director, Sportfive  
Jan Pommer | Managing Director, Beko BBL and former spokesman, IPD
- 12:05 **The licences will come: What will then be possible - and how should it all work?** <sup>P</sup>  
Dr. Dirk Quermann | Chairman of the Executive Board, Merkur Interactive
- 12:30 **Mobile and social revenue drivers: Why the future of sports betting is online** <sup>P</sup>  
Sven Ivo Brinck | Member of the Board, mybet Holding
- 12:50 **Lunch break and networking**

# Programme

## 31 March | 14:30 - 16:50

- 14:30 **Battling deception: How FIFA intends to combat match fixing** <sup>P</sup>  
Ralf Mutschke | Head of Security, FIFA
- 14:55 **After signing the E-15 treaty: What are the licences in Schleswig-Holstein now worth?** <sup>D</sup>  
Hans-Jörn Arp | Member of Schleswig-Holstein state parliament, CDU  
Kevin O' Neal | Director of Business Development, PokerStars
- 15:25 **Coffee break and networking**
- 16:00 **A road to nowhere: Wolfgang Kubicki on the German sports betting regulations** <sup>C</sup>  
Wolfgang Kubicki | Floor Leader for the FDP, Schleswig-Holstein state parliament
- 16:20 **147 applications and 14 hearings - all rejected: the debate continues!** <sup>D</sup>  
Heinz-Georg Sundermann | Managing Director, Lotto Hessen  
Karin Klein | Board Member, European Gaming & Betting Association (EGBA)  
Detlef Parr | Chairman, FDP Federal Committee on Sport  
Michael Burkert | CEO, Deutscher Lotto- und Totoblock (DLTB)

## Get-together



## 31 March | 17.00

### Bring the conference to a pleasant close together

Take advantage of this opportunity to review the SPONSOR<sup>®</sup> Sports Gaming Summit once the official programme has come to an end: discuss the day's highlights with fellow conference participants over a drink. Compelling conversations, countless business cards and many new contacts are guaranteed!



Photo: picture alliance

## Thank you!

SPONSOR<sup>s</sup> is delighted to be able to count on the support of a strong network of partners again this year. We would like to thank the many supporters of the 3rd SPONSOR<sup>s</sup> Sports Gaming Summit for their commitment and the excellent cooperation.

# SPONSOR<sup>s</sup> Summit SportsGaming



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## Venue

### Olympiastadion Berlin

Access via Block D

Enter the following address in your satnav  
Olympischer Platz 3  
14053 Berlin, Germany

## Ticket price



1-day ticket: 525 €\*

## Travel partner

Favourable rates are available from our official travel partner, Lufthansa.



## Conference hotel

### Winters Hotel Berlin – Im Spiegelturm

Freiheit 5, 13597 Berlin

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Fax: +49 (0)30 330 98-980

Mail: spiegelturn@winters.de



All information  
and registration at:

[www.sports-gaming-summit.de](http://www.sports-gaming-summit.de)

\*Plus VAT

## Imprint

The contents of this conference programme have been prepared by the experts of the SPONSOR<sup>S</sup> editorial team in cooperation with the partners of the SPONSOR<sup>S</sup> Sports Gaming Summit.

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