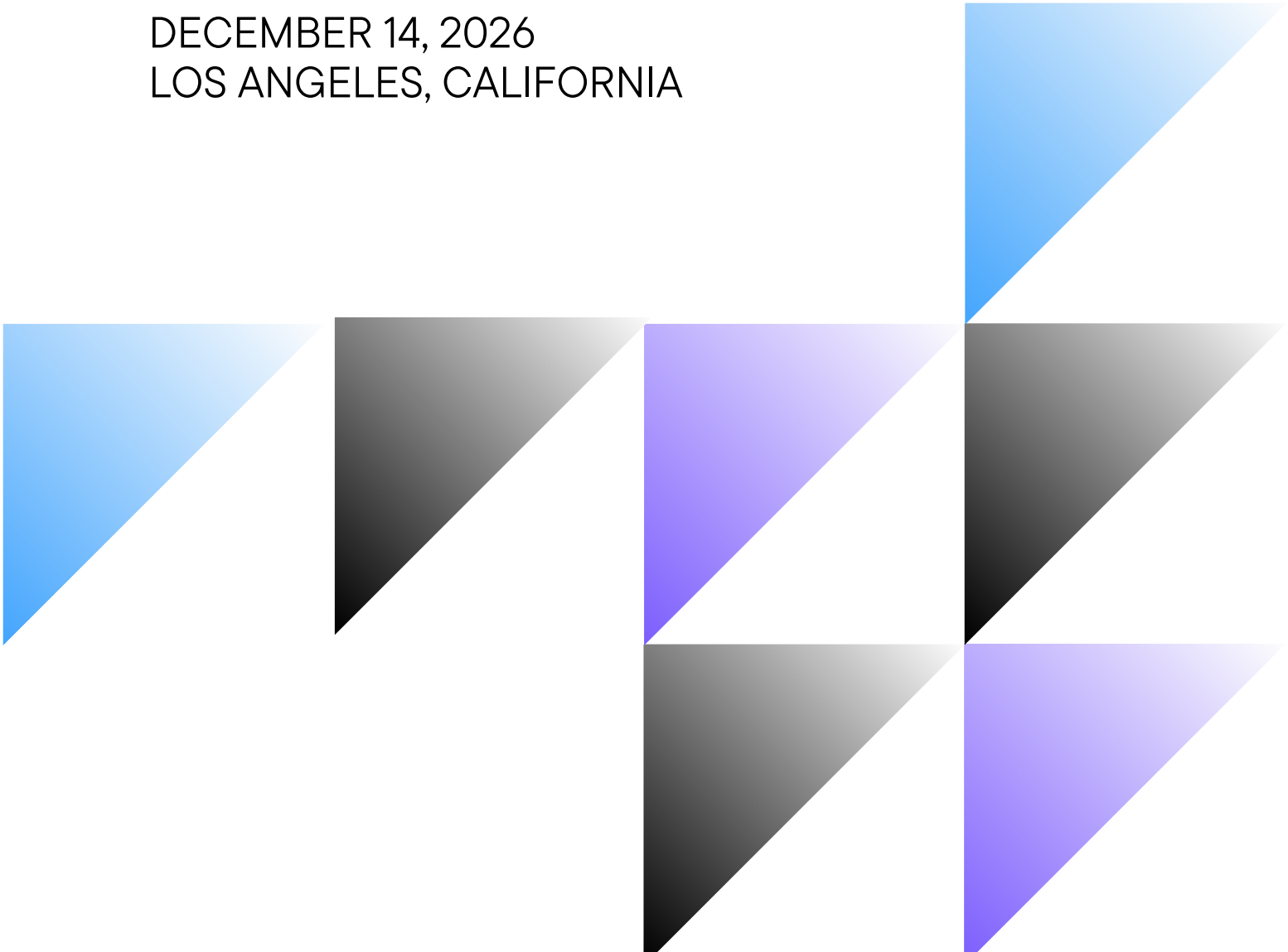
OTT.X SUMMIT SPONSORSHIP PROPOSAL

Navigating the New Business of Media, Entertainment & Sports

DECEMBER 14, 2026
LOS ANGELES, CALIFORNIA

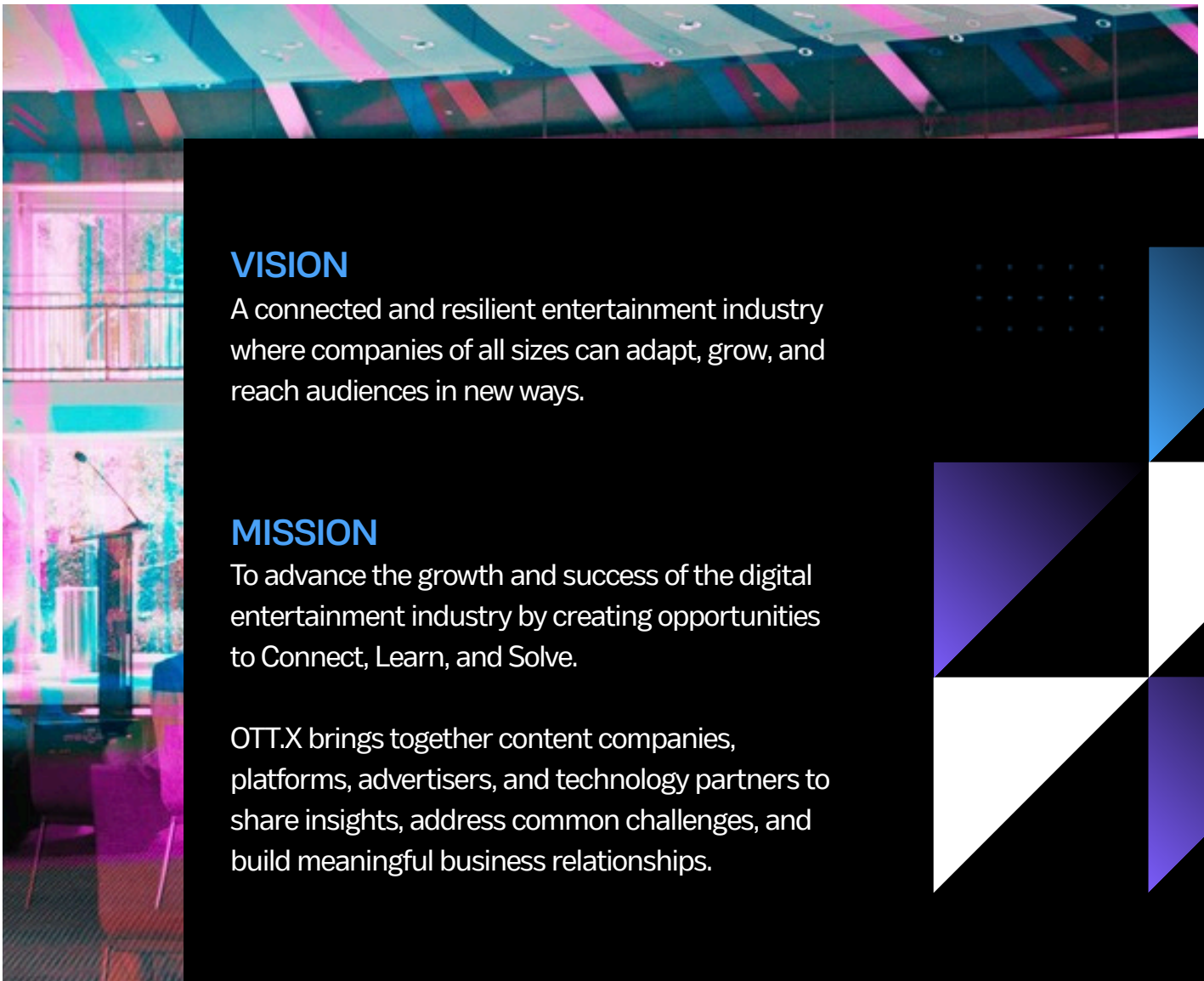


INTRODUCTION

The 2026 OTT.X Summit brings together leaders from across streaming and digital entertainment for a full day of discussion, collaboration, and business development.

This year's theme, "Navigating the New Business of Media, Entertainment & Sports," focuses on the decisions shaping the industry now. As companies respond to profitability pressure, changing audience behavior, new distribution models, and advances in technology, the Summit will examine what is working across content, sports, advertising, and operations.

The program is designed to connect the people making those decisions and give them practical ideas to take back to their businesses.



VISION

A connected and resilient entertainment industry where companies of all sizes can adapt, grow, and reach audiences in new ways.

MISSION

To advance the growth and success of the digital entertainment industry by creating opportunities to Connect, Learn, and Solve.

OTT.X brings together content companies, platforms, advertisers, and technology partners to share insights, address common challenges, and build meaningful business relationships.

The Business of Media Is Being Rewritten

Navigating the New Business of Media, Entertainment & Sports

The **2026 OTT.X Summit** will examine the forces reshaping media, entertainment, and sports, and the choices leaders are making in response. These eight themes offer a clear picture of the business questions driving this year's program.

Consolidation & M&A

As companies seek scale and stronger market positions, which deals and partnerships create lasting value?

The Path to Profitability

What does sustainable growth look like when companies must balance investment, efficiency, and returns?

AI & Automation in Practice

Where is AI delivering measurable results across production, distribution, advertising, and operations?

The New Economics of Sports & Live

How are rights costs, distribution choices, and audience demand changing the value of live programming?

The Changing Audience

How are viewing habits, discovery, engagement, and fandom influencing what companies make and where they distribute it?

Content Economics

What kinds of content investment, licensing, and programming strategies can succeed in today's market?

Advertising & Monetization

How can companies grow revenue across CTV, FAST, and other models while delivering value to advertisers and audiences?

New Business Models

Which emerging approaches to distribution, partnerships, and revenue are gaining traction, and what can the industry learn from them?

HOW SPONSORSHIP BENEFITS YOU

Put your brand at the center of the conversations shaping the business of media, entertainment, and sports. As a 2026 OTT.X Summit sponsor, you can share your perspective with industry leaders, build valuable relationships, and support the collaboration that moves the streaming industry forward.

Brand Visibility

Showcase your company to leaders across content, platforms, advertising, technology, and distribution through Summit promotion and onsite recognition.

Thought Leadership

Contribute your expertise to substantive conversations about the business challenges and opportunities facing the industry today.

Networking and Business Growth

Connect with decision-makers and potential partners in an environment built for candid discussion, collaboration, and new business relationships.

Industry Impact

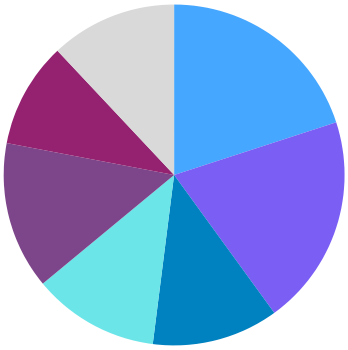
Support an independent industry community committed to helping its members Connect, Learn, and Solve.

Previous Summit Participating Organizations

- 3Play Media
- 360 Solutions
- 43Twenty
- 7 Miles Global
- A+E Networks
- Activision
- Adeia
- AdGood
- Advantage Video Systems
- Agit Studios
- Alliance Entertainment
- Amagi
- Amazon
- Amazon Ads
- Amazon Prime Video
- Amazon Studios
- Amazon Web Services
- AMC Networks
- America's Test Kitchen
- Animation+
- Apple
- Arcvideo
- Arise Communications
- Atmosphere
- Aux Mode
- Bango
- BBC Studios
- BeeYout.tv
- Bell Canada
- Best Network Systems
- Bitcentral
- Blu Digital
- Blue Ant Media
- Broadpeak
- Bubble Agency
- Business Images
- C15 Studio
- Canvas Space
- Castify.ai
- CBRE
- Cine Search
- Cineverse
- Cloudco
- Codemill
- Comcast
- Comcast Advertising
- Comcast Technology Solutions
- Contes Law Corporation
- Coralteq
- COSM
- Coyote
- CPB
- Creator Television
- Deepdub
- Dhar Mann Studios
- Diverse Alumni Productions
- DJAX Technologies
- DMCA
- DotstudioPRO
- Double Dog
- Dovetail Creative
- echo3D
- EIDR
- Electric Entertainment
- Elemental TV
- Epidemic Sound
- Equativ
- EverPass Media
- EX.CO
- Excel Sports Management
- Fabric
- Fandango
- Fluorescent Media
- FooEngine
- Forbes
- FPT Software
- FreeWheel
- Fremantle
- Frequency
- Futuresource
- G2M Digital
- Giant Worldwide
- Global Leader Group
- Global Overview
- GoDigital Media Group
- GoGo CTV
- Google
- Gracenote
- GumGum
- Halford Media Advisory
- Hawk Ventures
- High Concept Entertainment
- Hoopla Digital
- Indicue
- Integration Therapy
- Intuizi
- iRights by GrayMatter
- ITN Studios
- JamLoop
- JWP Connatix
- Katch
- Klutch Sports Group
- KOCOWA
- KPMG
- Legendary Entertainment
- LG
- Lotier
- Magnolia Home Entertainment
- Mansa
- Matchpoint
- Maverick Entertainment
- Media Play News
- MediadataTV
- MediaMelon, Inc.
- MedTourLife
- Metaverse Content Production
- Millennium Media/Arcana
- Modern Alchemy Media
- Mometu
- Multicom Entertainment
- NBCUniversal
- Needham & Company
- Newell Law Group
- Nexstar Media
- NFL Media
- NGL MITU
- Nielsen
- Nike
- Novastar Corporation
- nScreenMedia
- Odesus
- Olympusat
- Omdia
- OmniMedia Solutions Group
- Orka TV
- OTT Studio
- OTTera
- PADEM Media
- Paramount
- Parks Associates
- Parrot Analytics
- PBS Distribution
- Pearl TV
- Pinnacle Pictures
- Pixelogic
- Plex
- Pluto TV
- Pop Twist
- Prime Video & MGM Studios
- Publica
- Publica by IAS
- Quickplay
- Radial Entertainment
- Rasenberger Media
- Reach TV
- Revry
- River Road Entertainment
- Roku
- Runway
- Sabio
- SAG-AFTRA
- Samsung TV Plus
- Screen Engine
- Segerstrom Center for the Arts
- SoFast
- SonicOrigin
- Sony Pictures Entertainment
- Spanglish Movies
- Spherex
- SportsDataIO
- Stadium Media
- Stingray
- StreamingMethod
- Streamr.ai
- StreamTV Insider
- StreamVantage
- Studio Dome
- SVTA
- SymphonyAI
- Synamedia
- TAG Strategic
- TCL
- Telemedellin
- Telestream
- TelevisaUnivision
- Tercept
- The Ankler
- The Asylum
- The WAKEUP
- ThinkAnalytics
- TMB
- TMRW Sports
- Tonzloc Media Group
- Total Content Digital
- TotalMedia Inc
- Tricoast Media
- Tringapps
- Tubi
- TV One
- TVNZ
- TVREV
- UC Davis
- UCLA
- UGC Studios
- United Capital
- United Talent Agency
- Universal Search & Discovery
- USC School of Law
- Velocity
- VideoAmp
- VideoElephant
- ViewNexa
- Visaic, Inc.
- Visionular
- VIZIO
- Vobile Group
- Voss Media Services
- WaveSeven
- Whip Media
- WideOrbit
- Women In Tech Hollywood (WITH)
- Wordbank
- Worthington Media Group
- WPD
- Wurl, LLC
- Xenon Pictures
- XL8 Inc
- Xperi
- Xumo
- YouTube

Company Breakdown

- Platform / Streamer **20%**
- Content Provider / Studio **20%**
- Ad Tech / Data / Measurement **12%**
- Tech / SaaS / Infrastructure **12%**
- OEM / Devices **14%**
- Agency / Strategic Services **10%**
- Other **12%**



OTT·X

Sponsorship Proposal

SPONSORSHIPS

Make your impact at the **2026 OTT.X Summit** with a partnership tailored to your goals. Share your perspective, showcase your brand, and build relationships with the leaders shaping media, entertainment, and sports.

Benefit	Summit Partner	Featured Partner	Industry Voice Partner	Cornerstone Partner
Partner-curated session	30 Minute Presentation	20 Minute Presentation		
Executive participation in an OTT.X-curated session	1 Additional Placement		1 Placement in Agreed Session	
Session sponsor recognition	Partner-curated session	Partner-curated session	OTT.X-curated session featuring its executive	
Session introduction			5 Minute Opening	
Pre-event promotion of sponsored session	Included	Included	Included	
Attendee list access	Included	Included	Included	Included
Tabletop exhibit area or company roll-up signage	Choice of one	Choice of one	Choice of one	Choice of one
Company logo on Summit website, event signage, and email promotions	Priority Placement	Prominent Placement	Enhanced Placement	Standard placement
Additional complimentary conference registrations	5	4	3	2
PRICE:	$10,000	$7,500	$6,000	$4,000
OTT.X MEMBER PRICE	**$8,000**	**$6,000**	**$5,000**	**$3,000**

Programming Note

Sessions and remarks are intended to inform and advance industry discussion, not serve as sales presentations. OTT.X will collaborate with partners on topics, speakers, and formats and retains final editorial approval.

Summit + Featured Partnerships

Dedicated programming opportunities for partners ready to share their expertise and take a leading role in the 2026 OTT.X Summit.

Summit Partner

Price: $10,000
Member Price: $8,000

For organizations seeking the strongest programming and brand presence at the OTT.X Summit.

- One 30-minute partner-curated presentation
- Recognition as the sponsor of that session
- One additional executive placement in a separate OTT.X-curated session
- Pre-event promotion of the presentation
- Priority company logo placement on the Summit website, event signage, and email promotions
- Choice of a tabletop exhibit space or company roll-up signage
- Access to the attendee list, subject to registration permissions
- Five all-access passes

Featured Partner

Price: $7,500
Member Price: $6,000

For organizations with a focused perspective or case study to share through a dedicated Summit session.

- One 20-minute partner-curated presentation
- Recognition as the sponsor of that session
- Pre-event promotion of the presentation
- Prominent company logo placement on the Summit website, event signage, and email promotions
- Choice of a tabletop exhibit space or company roll-up signage
- Access to the attendee list, subject to registration permissions
- Four all-access passes

Programming Note

Presentations, introductions, and panel participation are intended to inform and advance industry discussion, not serve as sales pitches. OTT.X collaborates with partners on topics, speakers, and formats and retains final editorial approval.

Industry Voice + Cornerstone Partnerships

A choice between contributing to an OTT.X-led conversation and building a visible presence at the Summit.

Industry Voice Partner

Price: $6,000
Member Price: $5,000

For organizations that want to contribute an executive perspective to a conversation developed by OTT.X.

- Recognition as the sponsor of an agreed OTT.X-curated session
- One executive placement in that session
- Up to five minutes to introduce the session
- Pre-event promotion of the sponsored session
- Enhanced company logo placement on the Summit website, event signage, and email promotions
- Choice of a tabletop exhibit space or company roll-up signage
- Access to the attendee list, subject to registration permissions
- Three all-access passes

Cornerstone Partner

Price: $4,000
Member Price: $3,000

For organizations seeking a visible presence at the OTT.X Summit and opportunities to connect with attendees.

- Company logo on the Summit website, event signage, and email promotions
- Choice of a tabletop exhibit space or company roll-up signage
- Access to the attendee list, subject to registration permissions
- Two all-access passes

Programming Note

Session introductions and panel participation are intended to inform and advance industry discussion, not serve as sales pitches. OTT.X works with partners on topics, speakers, and formats and retains final editorial approval.

À La Carte

Add a memorable touchpoint to your Summit presence through a focused branding or networking opportunity.

Lanyard Sponsor
Price: $3,500
Member Price: $3,000

Keep your brand visible throughout the Summit on the lanyards attendees wear from registration through the reception.

- Company logo on official Summit lanyards
- Sponsor recognition at registration
- Company logo on the Summit website
- One exclusive opportunity, subject to production deadlines

Coffee Sponsor
Price: $2,500
Member Price: $2,000

Bring your brand into a natural meeting point where attendees connect between sessions.

- Recognition as the Summit Coffee Sponsor
- Branded signage at the coffee station
- Company logo on the Summit website
- Opportunity to provide sponsor-branded cups or sleeves

Lunch Sponsor
Price: $4,000
Member Price: $3,500

Support the Summit's midday networking break and connect your brand to a gathering point for attendees.

- Recognition as the Summit Lunch Sponsor
- Branded signage in the lunch area
- Verbal acknowledgment before the lunch break
- Company logo on the Summit website

Networking Lounge Sponsor
Price: $3,500
Member Price: $3,000

Put your brand in a space designed for meetings and conversations throughout the Summit.

- Recognition as the Networking Lounge Sponsor
- Branded signage within the lounge
- Company logo on the Summit website
- Opportunity to place approved company materials in the lounge

Cocktail Reception Sponsor
Price: $7,500
Member Price: $6,000

Take a prominent role in the closing reception, when attendees continue conversations from throughout the day.

- Recognition as the Cocktail Reception Sponsor
- Prominent branded signage at the reception
- Company logo on the Summit website and reception-related promotions
- Opportunity to provide approved branded materials at the reception

Have an Idea?

Custom Pricing

Have a creative way to connect with Summit attendees? Tell us what you have in mind, and we'll work with you to explore what's possible and develop a custom proposal.

- Opportunities may include branded experiences, attendee amenities
- Concepts are subject to venue availability and OTT.X approval
- Pricing based on the scope and production needs of the idea

Programming Note

Custom branding, printed items, furnishings, and service upgrades are subject to venue approval and may involve additional production costs.

Partnership Commitment

Help Shape an Exceptional Summit Experience

Early commitments give partners priority access to the program while helping OTT.X elevate the complete event experience.

Elevated Programming

High-profile speakers and stronger industry conversations.

Premium Experience

Quality production, content capture and networking reception.

Expanded Visibility

Partner recognition before, during and after the Summit.

Payment Schedule

50%

Invoiced upon agreement, payable Net 30.

50%

Due 60 days before the Summit.

Contact the Team

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