OTT·X

Sponsorship Prospectus

Breakfast @ CES 2027

"Connected by Innovation"

Date & Time

JANUARY 7TH, 2027
8:00 AM – 11:30 AM

Location

SAHARA
LAS VEGAS, NV

INTRODUCTION

The OTT.X Breakfast at CES, themed "Connected by Innovation," is a premier early-morning gathering for leaders across streaming, CTV, digital entertainment, advertising, content, and technology.

Taking place during CES 2027 in Las Vegas, this exclusive event provides an intimate, high-impact setting for industry executives, innovators, and decision-makers to exchange ideas, build meaningful relationships, and explore the opportunities shaping the year ahead.

Featuring future-focused programming, strategic networking, and a hearty breakfast to begin the day, the OTT.X Breakfast brings together the companies and leaders driving the evolution of digital entertainment—creating an environment where new ideas become valuable connections, partnerships, and solutions.



VISION

To foster an open, inclusive, and forward-thinking digital entertainment ecosystem where diverse voices thrive, emerging business models flourish, and audiences connect with content in meaningful 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 creators, platforms, advertisers, technology providers, and other industry leaders to exchange insights, explore innovation, address shared challenges, and build meaningful relationships.

SPONSORSHIP BENEFITS

Stand out where technology, entertainment, advertising, and innovation converge. As a sponsor of the OTT.X Breakfast at CES, your brand will gain meaningful visibility among influential leaders from across the streaming and digital entertainment ecosystem. Showcase your expertise, strengthen valuable industry relationships, and help drive the ideas, partnerships, and solutions moving the business forward.

Premium Visibility

Showcase your brand to senior executives and decision-makers from across streaming, CTV, content, advertising, and technology during one of OTT.X's most anticipated industry gatherings.

Thought Leadership

Contribute your expertise and perspective to important conversations about the opportunities, challenges, and innovations shaping the future of digital entertainment.

Exclusive Networking

Connect directly with executives, innovators, and potential partners in an intimate environment designed to encourage meaningful conversations and new business relationships.

Brand Alignment

Align your brand with CES and OTT.X—two influential names associated with leadership, innovation, and the future of technology and digital entertainment.



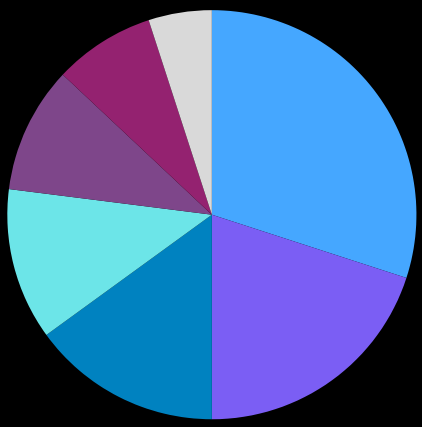


ATTENDEE PROFILE

CES BREAKFAST – PREVIOUS PARTICIPATING COMPANIES

- 3Play Media
- 43Twenty
- 7 Miles Global
- A+E Networks
- Adeia
- AdGood
- AdGood Foundation
- Advantage Video Systems
- Agit Studios
- Alliance Entertainment
- Amagi
- Amazon
- Amazon Ads
- Amazon Prime Video
- Amazon Web Services
- AMC Networks
- America's Test Kitchen
- Apple
- Arcvideo
- Arise Communications
- Aux Mode
- Bango
- BBC Studios
- BeeYout.tv
- Bell Canada
- Best Network Systems
- Bitcentral
- Blu Digital
- Blue Ant Media
- Broadpeak
- Bubble Agency
- C15 Studio
- Canvas Space
- Castify.ai
- Cineverse
- Codemill
- Comcast
- Comcast Technology Solutions
- Coyote
- CPB
- Deepdub
- DJAX Technologies
- Double Dog
- Dovetail Creative
- echo3D
- Electric Entertainment
- ElementalTV
- Epidemic Sound
- Equativ
- Fabric
- Fluorescent Media
- FPT Software
- FreeWheel
- Futuresource
- Giant Worldwide
- Global Overview
- GoGo CTV
- Google
- Gracenote
- GumGum
- Hawk Ventures
- Hoopla Digital
- Integration Therapy
- Intuizi
- ITN Studios
- JamLoop
- JWP Connatix
- Katch
- KOCOWA
- LG
- LG Electronics
- Lotier
- Magnolia Home Entertainment
- Mansa
- MediadataTV
- MediaMelon, Inc.
- Multicom Entertainment
- Needham & Company
- Nexstar Media
- Nielsen
- Olympusat
- Omdia
- OmniMedia Solutions Group
- Orka TV
- OTT Studio
- PADEM Media
- Paramount
- Parks Associates
- PBS Distribution
- Pearl TV
- Pinnacle Pictures
- Pixelogic
- Plex
- Pluto TV
- PRcoms
- Publica
- Rasenberger Media
- Revry
- Roku
- Sabio
- Samsung TV Plus
- SoFast
- SonicOrigin
- Spanglish Movies
- Spherex
- SportsDataIO
- Stadium Media
- Stingray
- StreamVantage
- Studio Dome
- SVTA
- SymphonyAI
- Synamedia
- TAG Strategic
- TCL
- Telemedellin
- Telestream
- TelevisaUnivision
- Tercept
- The Asylum
- ThinkAnalytics
- Three Gingers Entertainment
- TMRW Sports
- TotalMedia Inc
- Tricoast Media
- Tringapps
- Tubi
- TV One
- TVNZ
- Universal Search & Discovery
- VideoElephant
- Visaic, Inc.
- Visionular
- VIZIO
- Whip Media
- Women In Tech Hollywood (WITH)
- Wordbank
- Wurl, LLC
- Xenon Pictures
- XL8 Inc
- Xperi
- YouTube

- Platform / Streamer **30%**
- Content Provider / Studio **20%**
- Ad Tech / Data / Measurement **15%**
- Tech / SaaS / Infrastructure **12%**
- OEM / Devices **10%**
- Agency / Strategic Services **8%**
- Other **5%**



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SPONSORSHIPS

Make your impact at the OTT.X Breakfast at CES with a sponsorship package tailored to your goals. These opportunities provide meaningful ways to showcase your brand and engage with key decision-makers.

DELIVERABLES	PRESENTED BY	FEATURED SPONSOR	BREAKFAST & LOUNGE	EXECUTIVE TABLE	HOSPITALITY SPONSOR
Logo with "Presented by" on all materials (Exclusive) ≈	▪				
Company Intro (3-5 min presentation) ≈	▪				
Main stage Curated session (case study/non-sales) ≈ ⧫	25-30 Min	15-20 min	5-10 min		
Access to attendee list ◯	▪	▪	▪		
Pre-event promotion of main stage presentation ≡	▪	▪	▪		
VIP Hosted Table for invited guests ≈ ◯	8-10 Guests	6-8 Guests	6 Guests	6 Guests	
Additional Guest Tickets ◯	4	3	2	1	
Branded Takeaway / Insert ≈ ⧫	Branded elements, Whitepaper or materials	Whitepaper or one-pager	Branded elements, Whitepaper or materials		Branded gift/materials on tables
Company logo on program cover, email promos, & website ≈	Priority 1	Priority 2	▪	▪	▪
PRICE:	$10,000	$6,000	$4,000	$3,000	$2,000
OTT.X MEMBER PRICE	**$8,000**	**$4,000**	**$2,000**	**$1,500**	**$1,000**

ROI: ≈ Branding, ⧫ Messaging, ≡ Publishing, ◯ Networking

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SPONSORSHIPS

PRESENTED BY SPONSOR

NON MEMBER RATE: $10,000
OTT.X MEMBER: $8,000

The exclusive, high-profile sponsorship opportunity. This tier includes: branding across all event signage, menus, and digital channels, a 25–30 minute curated session to lead a panel or discussion, a hosted VIP table for 8–10 guests, welcome remarks / 3–5 minute speaking slot, recognition in post-event recap, social media, and press coverage, branding and takeaway materials, and 4 complimentary registrations. Perfect for companies looking to lead the conversation and engage directly with top industry executives.

- Welcome remarks with a 3–5-minute presentation ♦
- Up to 30-min. curated session in desired format (non-sales) ♦
- Access to attendee list ◯
- Pre-show event preview/social media promotion (newsletter/image) ≡
- VIP Hosted Table for 8-10 invited guests ≈ ◯ ♦
- 4 additional guest tickets ◯ ≈ ♦
- Branding elements, whitepaper or materials included in meeting area and guest tables ◯ ≈ ♦ ≡

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Available

ROI: ≈ Branding, ♦ Messaging, ≡ Publishing, ◯ Networking

SPONSORSHIPS

FEATURED SPONSOR

NON MEMBER RATE: $6,000
OTT.X MEMBER: $4,000

Showcase your thought leadership with a 15–20 minute curated session of your own design, a hosted VIP table for 6–8 guests, branding during your session (slides, signage, and program), recognition in post-event recap and social media, optional co-branded takeaway, and 3 complimentary registrations. Ideal for companies seeking targeted exposure and meaningful engagement with attendees.

- Up to 20-min. curated session in desired format (non-sales) ♦
- Access to attendee list ○
- Pre-show event preview/social media promotion (newsletter/image) ≡
- VIP Hosted Table for 6-8 invited guests ≈ ○ ♦
- 3 Additional Guest Tickets ○ ≈ ♦
- One-page overview, white paper, or small gift placed on guest tables ○ ≈ ♦ ≡

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ROI: ≈ Branding, ♦ Messaging, ≡ Publishing, ○ Networking

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BREAKFAST & LOUNGE SPONSOR

NON MEMBER RATE: $4,000
OTT.X MEMBER: $2,000

Make your brand central to the attendee experience by sponsoring the breakfast buffet and networking lounge. This package includes a 5–10 minute featured presentation, access to the attendee list, a hosted VIP table for six invited guests, branding throughout the breakfast and networking areas, recognition across event materials and OTT.X social promotion, and two additional guest registrations. Perfect for sponsors seeking high visibility and meaningful engagement in a welcoming, high-traffic setting.

- 5–10-minute curated presentation ♦
- Access to attendee list ◯
- VIP Hosted Table for 6-8 invited guests ≈ ◯ ♦
- Pre-show event preview/social media promotion (newsletter/image) ≡
- Logo included in all event materials, promotion and signage ≡ ≈
- 2 Additional Guest Tickets ◯ ≈ ♦
- Branded gift/materials on hosted table ◯ ≈ ♦ ≡

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EXECUTIVE TABLE SPONSOR

NON MEMBER RATE: $3,000
OTT.X MEMBER: $1,500

Host a reserved, branded table for 6–8 guests to network directly with OTT.X-approved attendees. Includes table tent with sponsor logo, recognition in program materials and post-event recap, and 1 complimentary registration. A great option for sponsors who want to cultivate meaningful relationships with clients, partners, or prospects.

- VIP Hosted Table for 6-8 invited guests ≈ ◯ ♦
- Logo included in all event materials, promotion and signage ≡ ≈
- 1 additional guest ticket ◯ ≈ ♦
- Branded gift/materials on hosted table ◯ ≈ ♦ ≡

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ROI: ≈ Branding, ♦ Messaging, ≡ Publishing, ◯ Networking

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HOSPITALITY SPONSOR

NON MEMBER RATE: $2,000
OTT.X MEMBER: $1,000

Put your brand directly in attendees' hands with a branded gift placed at each table, such as a notebook, mug, or tech accessory. Includes logo placement across promotional and printed materials, along with recognition on the OTT.X website, in the event program, and through social media. Ideal for sponsors seeking tangible, memorable impressions.

- Branded gifts at each table (notebooks, mugs, or tech accessories) ◯ ≈ ♦ ≡
- Logo included in all event materials, promotion and signage ≡ ≈
- Recognition in OTT.X website, program & social posts ≈ ≡

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ROI: ≈ Branding, ♦ Messaging, ≡ Publishing, ◯ Networking

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SHAPE THE CONVERSATION LEAD THE INDUSTRY

OTT.X is now inviting **sponsors** to lead the conversation through curated programming segments that inform, inspire, and drive meaningful industry dialogue.

Why Participate?

- Position your company as a thought leader in front of top decision-makers across OTT, streaming, and content distribution.
- Showcase innovation and partnerships shaping the future of entertainment.
- Connect with buyers, platforms, ad-tech, data, and content leaders attending CES from around the world.

Programming Opportunities

- Case studies or spotlights demonstrating measurable success in streaming, advertising, or content delivery
- Fireside chats or conversations featuring your executive or alongside a partner.
- Panel discussions highlighting key industry challenges and opportunities
- Creative concepts — we welcome unique session formats and ideas that best showcase your company's insights and expertise.

Potential Areas of Focus

- The next evolution of CTV, FAST, and ad-supported streaming monetization
- AI's expanding role across content creation, distribution, discovery, and advertising
- Microdramas, short-form storytelling, and emerging mobile-first entertainment models
- The convergence of streaming, creator-led content, commerce, and traditional entertainment
- Sports, live events, and premium programming as drivers of audience growth and engagement
- All concepts aligned with the "Connected by Innovation" theme are welcome.

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SHAPE THE CONVERSATION LEAD THE INDUSTRY

Selected **sponsors** will have the opportunity to bring their expertise to the stage through engaging, non-sales programming developed in collaboration with OTT.X.

Session Opportunities

- Presenting Sponsor: 25–30 minutes to lead a high-impact discussion or panel, fully curated by your organization with OTT.X support.
- Featured Session Sponsor: 15–20 minutes to spotlight thought leadership, key insights, or a case study in collaboration with OTT.X.

Proposal Requirements

- Session Title
- Description (150–250 words)
- Proposed speaker(s)
  - Name
  - Title
  - Company
  - Short Bio
- Preferred format (panel, fireside chat, presentation etc.)
- Lead contact information for follow-up and coordination

Selection Considerations

- Relevance to CTV, streaming, and digital entertainment trends
- Alignment with the “Connected by Innovation” theme
- Actionable insights and thought leadership (not sales pitches)
- Speaker diversity and industry representation
- Engagement value for attendees

Proposal Submission

Please submit your proposal for programming for the 2027 OTT.X Breakfast at CES by sending all required materials to Jose Rodriguez (jrodriguez@ottx.org) or **CLICK HERE** to submit online.

Proposals will be reviewed on a rolling basis through **December 8, 2026** or **until filled.** The OTT.X Breakfast at CES will be held on Thursday, January 7, 2027, at the **SAHARA Las Vegas** adjacent to the CES venue in Las Vegas.

Contact the Team



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