

# ny:mieg

NEW YORK: MEDIA INFORMATION EXCHANGE GROUP

## Breakfast Event on September 12th "Enhancing the Sports Fan Experience"

- [www.nymieg.org](http://www.nymieg.org)

Wednesday, September 12, 2007

### This morning's breakfast "Enhancing the Sports Fan Experience"



Thanks to everyone involved with our breakfast this morning "Enhancing the Sports Fan Experience"

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Our Moderator:  
Lou Borrelli/NEP Broadcasting

- Panelists:
- Glenn Adamo: VP Media Operations/The National Football League & The NFL Network
  - Alex Blum: CEO/KickApps
  - Tom Buffalano: Vice President & GM of Digital Media/CSTV.
  - Bill Rasmussen: Founder of ESPN and currently CEO/Collegefanz

Welcome to the NY:MIEG blog, a SobelMedia Product



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And a special thanks to Les Blatt for a great write up on his blog this morning:

September 12, 2007

## Enhancing the Sports Fan Experience

Enhancing the Sports Fan Experience

As news and public relations moves inexorably towards the Web 2.0 experience, so does, and will, the enjoyment of sports – at least from the fan's perspective. I mean, it's hard to play a good football game solely in a virtual world. But for the fan, social networking and user generated content can really enhance the experience.

Bill Sobel's [New York Media Information and Exchange Group](#) brought together a great panel for today's breakfast seminar: "Enhancing the Sports Fan Experience using Virtual Environments, Social Networking and User Generated Content."

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Posted by Bill Sobel at [2:24 PM](#)

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**What is NY:MIEG you might ask?**

[NY:MIEG \(New York: Media Information Exchange Group\)](#)

### About NY:MIEG

Founded and organized by Bill Sobel in June 2006, NY:MIEG is a group of media (and related) professionals who meet monthly in New York City in order to explore ideas and offer wisdom on the most profound changes in Media's history that are occurring every day. On a deeper level, NY:MIEG stays abreast of frequent industry changes, maintains their relevancy on any given topic, providing a forum for continuing education for all professionals. The membership attracts Media Professionals primarily from New York City; however, membership continues to grow nationally as far as California and beyond.

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According to [The Economist](#) "The era of mass media is giving way to one of personal and participatory media that will profoundly change both the media industry and society as a whole"