

NBA All-Star Technology Summit

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Los Angeles, California, USA

Ahmad Rashad

WELCOME

AHMAD RASHAD: Good morning, everyone. It's my honor to welcome all of you to the 2026 NBA All-Star Tech Summit. And for 25 years, I've had the privilege of hosting this event, which is confusing me because, 25 years, I'm 39 years old, so I must have started when I was 14. So I was a youngster and ran right into this.

So let me tell you something special. This year is really, really special, which is fitting because we're here in Los Angeles, and Los Angeles has always been on the cutting edge, from movies in sound and in color, to the worldwide web. The innovations created here have changed our world.

Now today, directly from the leaders and visionaries who are building a future, we're going to hear what's up next.

We have five panels. The AI Game Changer -- I don't mean Allen Iverson, I mean AI Game Changer: How Technology is Transforming Basketball and Beyond.

The New Content Playbook: Rewriting the Rules of Audience Connection.

Prediction Markets: The Impact on Sports and Beyond.

Full Stream Ahead: Exploring the Streaming Innovations Revolutionizing Sports.

Winning over Gen Z: Reaching the Generation Shaping the Future and Fandom.

Then, to top it all off, we'll conclude with a blockbuster one-on-one conversation with my main man, President Barack Obama, interviewed by my other main man, the legendary Bob Costas.

So this is definitely going to be an unforgettable day. But before we get started, just a quick reminder, like I do every single year, everything that happens at the Tech Summit is entirely off the record, including all my weird jokes. That



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