

CONNECTING TO THE CLOUD

**DCIA Conference within CES
LVCC North Hall N262
January 8, 2014**

3:15 PM - Telecommunications Industry Drawbacks of Cloud- Delivered Content: Infrastructure Challenges.

How does the on-demand always-accessible nature of cloud-based entertainment delivery challenge conventional distribution systems?

**– Allan McClennan,
President & Chief Analyst, PADEM Group**

Solo Presentation



ALLAN MCLENNAN is President & Chief Analyst at The PADEM Group, a global digital media advisory, consulting, and analyst service specializing in business advancement and strategic marketing. Allan has focused on the media ecosystem for over six years, working in advanced TV, cloud-based video distribution, media/entertainment technology, data analytics/hyper tracking and advertising. He is a pioneer in next generation innovation in digital media and OTT offerings

