

Second Annual

CONTENT IN THE CLOUD

Conference within CES

January 11, 2012 | 1:30 PM - 6:00 PM | Las Vegas, NV

THANK YOU FOR ATTENDING

DCIA CONTACT INFO

410-476-7965
info@dcia.info

EVENT LOCATION
Las Vegas Convention
Center



DCIA HEADQUARTERS
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Chester, MD 21619
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CONTENT IN THE CLOUD

The Distributed Computing Industry Association (DCIA) cordially welcomes you to our second annual **CONTENT IN THE CLOUD** Conference at CES.

Join us in exploring this cutting-edge technology that promises to revolutionize entertainment delivery.

"If the cloud touches your business, you won't want to miss these six keynotes and four panel discussions focused on cloud-delivered content and its impact on consumers, the media, telecom industries, and consumer electronics manufacturers." - CEA

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DCIA Conference Agenda

Date: Wednesday, January 11, 2012

Location: Las Vegas Convention Center N258

1:30PM - 1:45PM

KEYNOTE: Vision for Content in the Cloud

Cloud computing can dramatically impact many aspects of entertainment delivery – from transcoding to storage to distribution to payment collection to performance measurement. Step into the dynamic world of the cloud.

Mike West, Chief Technology Officer & Co-Founder, **GenosTV**

1:45PM - 2:30PM

PANEL DISCUSSION: The Impact on Consumers of Implementing Cloud Computing for Media Storage

What does cloud storage mean to users in terms of accessing entertainment content and owning copies of movies, music, TV shows, games, etc.?

Panelists:

Sean Barger, CEO, **Equilibrium**

Jim Cady, CEO, **Slacker**

Keith Friedenberg, Head of Research & Consumer Insights, **WME**

Ed Haslam, SVP, Marketing, **YuMe**

Gigi Johnson, Executive Director, **Maremel Institute**

Ian Donahue, Co-Founder, **RedThorne Media**

Jostein Svendsen, CEO, **WeVideo**

Dave Toole, CEO, **MEDIAmobz**

Moderator:

Marty Lafferty, CEO, Distributed Computing Industry Association

2:30PM - 2:45PM

**KEYNOTE: Consumer Benefits of Cloud-Delivered
Content: Ubiquity, Cost, Portability Improvements**

Cloud-based solutions are being applied to popular entertainment properties. What are the advantages to users versus older methods of online distribution?

Shahi Ghanem, EVP, Strategy, BitTorrent

2:45PM - 3:00PM

**KEYNOTE: Consumer Drawbacks of Cloud-Delivered
Content: Privacy, Reliability, Security Issues**

Cloud security is raising serious questions: What experiences have other industries had with inadvertent leaks or intentional hacking of confidential data? What can users do to mitigate not having access to their applications or accidentally losing their data when they go offline? What happens if a cloud provider goes out of business?

Jim Burger, Member, Dow Lohnes

3:00PM – 3:45PM

**PANEL DISCUSSION: The Impact on Telecommunications
Industries of Cloud Computing**

How will cloud computing affect the way broadband network providers manage their intellectual property, utilize network resources and provision new services?

Panelists:

Sean Jennings, VP, Solutions Architecture, **Virtustream**

Wayne Josel, Counsel, Media & Entertainment, **Hughes Hubbard & Reed**

Bill Kallman, President & CEO, **Scayl**

Monica Ricci, Director of Product Marketing, **CSG Systems**

Nick Strauss, Director of Sales, **Verizon Digital Media Services**

Mark Taylor, VP, Media and IP Services, **Level 3**

Richard Yang, Associate Professor of Computer Science, **Yale University**

Moderator:

Tom Mulally, Principal Analyst, **Numagic Consulting**

3:45PM – 4:00PM

KEYNOTE: Telecommunications Industry Benefits and Drawbacks of Cloud-Delivered Content: New Opportunities vs. Infrastructure Challenges

What advantages do cloud-based solutions applied to popular entertainment properties bring to broadband network operators? How does the on-demand, always-accessible nature of cloud-based entertainment delivery challenge conventional distribution systems? Will older distribution methods disappear?

Joe Porus, VP, Converged Technology & Media, **Phoenix Marketing International**

4:00PM - 4:45PM

PANEL DISCUSSION: The Impact on Entertainment Industries of Cloud Computing

How will cloud storage and distribution affect the ways in which content rights-holders manage their intellectual property (IP), realize new cost savings, and implement new business models?

Panelists:

Kris Alexander, Chief Strategist, Connected Devices & Gaming, **Akamai**

Saul Berman, Partner & VP, **IBM Global Business Services**

Peter Csathy, CEO, **Sorenson Media**

Mark Friedlander, National Director, New Media, **SAG**

Jonathan King, SVP, Business Development, **Joyent**

Ajay Malhotra, EVP, North America, **Prime Focus Technologies**

Ty Roberts, SVP & CTO, **Gracenote**

Robert Stevenson, EVP, Business Development & Strategic Partnerships, **Gaikai**

Moderator:

Marty Lafferty, CEO, **Distributed Computing Industry Association**

4:45PM - 5:00PM

KEYNOTE: Entertainment Industry Benefits and Drawbacks of Cloud-Delivered Content: Innovation and Flexibility vs. Disruption and Accountability Issues

What improvements does cloud computing offer the content distribution chain? What issues do rights-holders face in adapting their internal content management processes to cloud-based media storage?

Scott Brown, US GM & VP Strategy Partnerships, **Octoshape**

5:00PM - 5:15PM

KEYNOTE: Consumer Electronics (CE) Manufacturer Benefits and Drawbacks of Cloud-Delivered Content: Expanded Opportunities for Products with New Features at a Range of Costs; New Challenges Related to Interoperability and Data Security

What unforeseen impacts, both positive and negative, do cloud-based solutions applied to popular entertainment properties bring to CE manufacturers? We look at both sides in this enlightening session.

Lucia Gradinariu, Chief Market Strategist, **Huawei**

5:15PM - 6:00PM

PANEL DISCUSSION: The Impact on CE Manufacturers of Cloud Computing Deployment

Remotely accessing applications and data affects everything that must be integrated into networked end-user devices. The same holds true for servers and other edge storage hardware products. What new hurdles must be overcome with these technological solutions?

Panelists:

Stefan Bewley, Director, **Altman Vilandrie & Company**

Shane Dyer, President, **Arrayent**

David Frerichs, Strategic Consultant, **Pioneer Corporation**

Kshitij Kumar, SVP, Mobile Video, **Concurrent**

AJ McGowan, CTO, **Unicorn Media**

Michael Papish, Solutions Architecture Director, **Rovi Corporation**

Jordan Rohan, Managing Director, **Stifel Nicolaus**

Chuck Stormon, CEO, **Attend**

Moderator:

Robert Scoble, Startup Liaison Officer, **Rackspace**

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Program Speakers

Kris Alexander, Chief Strategist, Connected Devices & Gaming, **Akamai**

Sean Barger, CEO, **Equilibrium**

Saul Berman, Partner & VP, **IBM Global Business Services**

Stefan Bewley, Director, **Altman Vilandrie & Company**

Scott Brown, US GM & VP Strategy Partnerships, **Octoshape**

Jim Burger, Member, **Dow Lohnes**

Jim Cady, CEO, **Slacker**

Peter Csathy, CEO, **Sorenson Media**

Ian Donahue, Co-Founder, **RedThorne Media**

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Marty Lafferty, CEO, **Distributed Computing Industry Association**

Sari Lafferty, Business Affairs, **Distributed Computing Industry Association**

Ajay Malhotra, EVP, North America, **Prime Focus Technologies**

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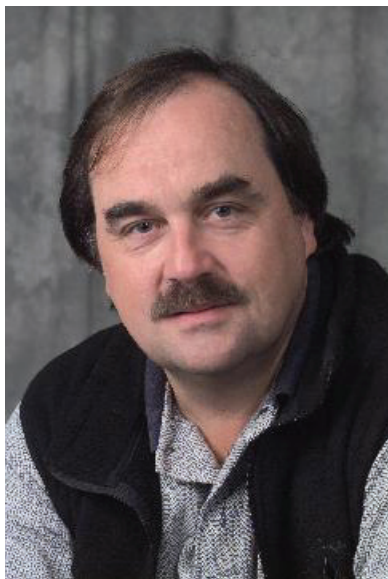
Dave Toole, CEO, **MEDIAmobz**

Mike West, Chief Technology Officer & Co-Founder, **GenosTV**

Richard Yang, Associate Professor of Computer Science, **Yale University**

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Keynote Speakers



Mike West is the Chief Technology Officer and Co-Founder of GenosTV and the Genos Corporation. He is a graduate of The University of Cambridge in the United Kingdom, holding Masters and Bachelors Degrees in Electrical and Natural Sciences. He has 25 US patents issued with several more in process, plus numerous other inventions and publications. He is a subject matter expert in Consumer Electronics, including Multimedia, Video Games, Digital TV, Mobile Media, Mobile Games, and Digital Camera platforms.

Mike held a broad range of technical leadership positions in engineering, architecture, R&D, strategy, business development and client consulting during 28 years at IBM, both in the United Kingdom and the United States. He was a pioneer in the IBM initiative that led to custom IBM processors in every major video game console available today. He has directed multi-disciplined development and client-facing technical teams in international and multi-national environments. Prior to Genos Corporation, Mike had his own high-tech consulting practice while also serving as the Chief Technology Officer and Director of Innovation at SMARTtv and SMART Holding USA.



Shahi Ghanem is Chief Strategist and Executive Vice President of Marketing at BitTorrent.

Shahi is a technology industry veteran, serial entrepreneur, and venture capital investor and advisor. Prior to joining BitTorrent, Shahi served as the president and CEO of STL, a digital media company that helps Fortune 500 companies manage, distribute, and measure digital assets. He has also held similar roles at EmpowHER, a Health Media Company dedicated to female health and wellness, and Brickfish, an Internet advertising and social media company that delivers social media campaigns and metrics to clients in the fashion, sports, electronics and consumer products industries.

Most notably, Shahi previously served as president of DivX, Inc., one of the world's leading developers of video compression, digital rights management and media language technologies. During his tenure he helped grow the company from a pre-revenue startup into a profitable, multi-national, public company. Shahi was educated at Cal State Long Beach and the University of California at Irvine, where he majored in both economics and pre-med.

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Keynote Speakers



Jim Burger is a Member of Dow Lohnes specializing in the representation of technology companies on intellectual property (IP), communications, and government policy matters.

Jim joined the firm's Media, Information and Technologies Group in January, 1997. Before Dow Lohnes, Jim was a Senior Director in Apple Computer's Law Department.

Jim has worked extensively on legal and policy issues arising from the confluence of digital technology, communications, IP protection and government regulation, particularly as affecting digital content, DTV, wireless data, and the Internet.

He currently serves as the Co-Chair of FCBA's Intellectual Property Committee. Jim was named in the 2007 and 2008 Washington Post, The Best Lawyers in America in the specialty of Technology Law.

Jim speaks frequently on the confluence of IP law, technology, and content. Jim received his Bachelors (with Honors) and Masters degrees from New York University and his Law (cum laude) degrees from New York University School of Law, where he served as an editor of the NYU Law Journal.



Joe Porus is Vice President – Converged Technology and Media at Phoenix Marketing International, with responsibilities centering on research for high-technology markets being impacted by cutting-edge technologies.

Joe brings a rich history of industry insights to this role with 25 years of experience in product management, engineering, sales, strategic planning, as well as market research positions in the telecommunications sector.

Most recently Joe served as VP and Chief Architect - Technology Practice at Harris Interactive. Previously, he was Senior Manager of Market Research & Strategic Planning at Alcatel-Lucent, and before that Manager of Market Development and Pricing at AT&T International.

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Keynote Speakers



Scott Brown is GM US, VP of Strategic Technology Partnerships at Octoshape. Scott joined Octoshape in January of 2009. Prior to this, Scott ran Content Delivery Services and Media Technology Strategy for Turner Broadcasting.

Scott spent 11 years at Turner Broadcasting and AOL focused on media infrastructure development, and high scale media delivery on the Internet.

He holds several streaming media technology patents, and has architected streaming solutions for the largest events on the Internet to date including the coverage of the 2009 Presidential Inauguration with 1.34 MM simultaneous users.



Lucia Gradinariu is Chief Market Strategist at Huawei. Lucia is a senior strategist and technical executive specializing in markets for information and communications technologies. She excels at building and executing business strategies and product/solution roadmaps with a global perspective.

Prior to joining Huawei, Lucia was the Founder and Principal Consultant of LGG Solutions. Before that, she worked as the Senior Director and Advisor for Industry Programs of CA Inc.

Previously Lucia was a Technical Manager/Architect at ORACLE, a Research Engineer for the European Community Telematics Program at INSA and a System Engineer for the Centre Inter-Etablissement pour les Services Reseaux in France, and a Research Engineer for the Electronics and Communications Research Institute in Romania.

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Panelists and Moderators



Kris Alexander is Chief Strategist, Connected Devices and Gaming, at Akamai Technologies with responsibility for interactive entertainment software. Kris joined Akamai in 1994 as Senior Product Manager, creating and launching the Akamai Media Delivery Solution. He advanced to become Product Line Director, where he developed multiple strategies and managed diverse teams in successfully launching many new solutions and products including the Akamai HD Network with HD for Flash, HD for iPhone/iPad, HD for Silverlight, Media Analytics, and Akamai Electronic Software Delivery Solution. Prior to Akamai, Kris held several positions with Genuity (formerly BBN Networks) including Director of Marketing and Strategy and Product Manager. He also worked as an independent marketing and business consultant.



Sean Barger is CEO of Equilibrium. With over 17 years of management, engineering, and production experience in the software industry, Sean is the visionary behind the company's next-generation Automated Media Processing Solutions (AMPS) including the DeBabelizer and MediaRich product lines for the desktop, workgroup and enterprise markets. Sean has driven Equilibrium's recruitment of Google, Saturday Night Live, and OpenTV to the advisory board and has designed EQ Network, a completed end-to-end system for powering next generation advertising and media delivery models with an innovative Ad-per-View hosted and installable model. Prior to founding Equilibrium, Sean was responsible for the turnaround of a \$120 million Pan-European software distribution company, and has produced over 55 entertainment software titles including the legendary "Tetris" game.



Saul Berman, PhD, is Partner & VP, IBM Global Business Services. In this role, he works closely with major corporations around the globe on strategic business issues. Saul leads a worldwide team of IBM consultants focused on delivering business value through business, technology, and operations strategy engagements as well as organizational change initiatives. Prior to this role, he was the Lead Strategy Partner for the Media and Entertainment Practice as well as a Global Strategy & Change Services Leader at IBM GBS. Before joining IBM, Saul was the Global Strategic Change Leader at PwC Consulting. He was also with The Boston Consulting Group, a Divisional Vice President with Broadway Department Stores, and an Assistant Professor of Management at the University of Southern California. He has more than 25 years of consulting experience advising senior management of large and small organizations.



Stefan Bewley is a Director with Altman Vilandrie & Co. where he primarily advises clients in business strategy, financial planning, investment due diligence, operations optimization, and technology decisions. Stefan assists a wide range of clients with both long term and immediate profit maximization. His recent client engagements include work for executives and investors regarding the technical capabilities and business implications of 4G technologies. Additionally, Stefan's projects focus on increasing the value of existing operations, particularly around customer retention. His significant M&A experience includes both conducting due diligence for investors as well as developing integration plans and financial milestones for operators. Stefan has authored several articles and serves as an ongoing media source for AV&Co.

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Panelists and Moderators



Jim Cady is President & CEO of Slacker. In this role, Jim has been instrumental in Slacker's success not only by driving the team internally, but also by being key in securing many of the core strategic relationships. Jim has led two start-ups to annual revenues of more than \$100 million and successfully led established publicly held companies. The majority of Jim's career has been spent in consumer electronics where Jim was President of Rio Digital Audio, a digital music industry pioneering company whose core technology was recognized as one of the 100 Most Important Developments by the Consumer Electronics Association. While at Rio, Jim grew sales from zero to over \$150 million in a three-year period, before selling the company to SONICblue. Prior to Rio, Jim was a group President at Diamond Multimedia, and EVP & COO at Supra Corporation.



Peter Csathy is President and CEO of Sorenson Media. A 20-year digital media veteran, he most recently served as CEO of Internet video company SightSpeed, where he oversaw all aspects of the company's business. Peter engineered the company's successful acquisition by Logitech in late 2008. Previously, he served as President and COO of digital music leader Musicmatch, where he was responsible for driving the company's distribution and content strategies, managing strategic partnerships, and overseeing the company's business development, sales, legal and finance activities. Yahoo! acquired Musicmatch in 2004. Earlier Peter served as COO of eNow (later Relevance), a subscription-based technology company delivering breaking news and information. AOL acquired Relevance in 2006. He also previously served as SVP at Universal Studios and held executive positions at New Line Cinema and Savoy Pictures.



Ian Donahue is the Co-Founder of RedThorne Communications, a media exhibition technology and service company. Ian also advises for investment groups on emerging technologies and the Internet video industry. In addition, he consults on IP development, business strategy, and cross-platform distribution and marketing for entrepreneurs, filmmakers, and producers. He writes for the new media economics blog www.practicalnewmedia.com. Previously, Ian worked for a production company at Paramount Pictures developing properties across multiple media platforms, for a boutique talent agency, and in theatrical exhibition. Ian also has experience in product research at a VC-financed consumer electronics company and in upgrading an Enterprise Resource Planning system for a US manufacturer. Ian studied at the USC School of Cinematic Arts and the Entrepreneur School at the Marshall School of Business.



Shane Dyer is President of Arrayent. Prior to founding the company, he was the Co-Founder and CTO of Propellerhead Studios, a design studio that specializes in consumer electronics products for young adults and children. Before Propellerhead, Shane was the CEO of ActivePhoto. This venture backed digital imaging company partnered with Polaroid and Sprint to deliver Internet connected digital camera systems to corporate customers such as Allstate Insurance, Kemper Insurance, and Levy Latham Global. Prior to ActivePhoto, Shane was a VLSI engineer at C-Cube Microsystems (now LSI logic) working on ASIC development for cable and satellite set-top box (STB) design. Additionally, he was a Research Scientist at Rockwell Science Center, where he developed low-power wireless systems.

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Panelists and Moderators



David Frerichs is a Strategic Consultant to Pioneer Corporation. An expert in mobile services, digital content delivery, and IP licensing, he has industry-wide expertise in developing and implementing cloud services and technologies for consumer electronics companies. He is the primary technical architect for Pioneer's new Zypr cloud-based API for voice-controlled mash-ups of web services for CE devices, automotive telematics, mobile devices, and PCs. Previously, as EVP at SRS Labs, David initiated its expansion from television into mobile. At Coding Technologies, he crafted the company's mobile success in Japan, Korea, and USA. Strong adoption of MPEG-4 HE AAC audio in these markets played its part in the eventual acquisition of Coding Technologies by Dolby Laboratories in 2007 for \$250 million.



Keith Friedenberg is Head of Research & Consumer Insights for William Morris Endeavor (WME). He directs research operations for all WME departments including motion picture, television, music, book, theatre, commercial, and marketing. Prior to joining Endeavor in 2008, Keith spent seven years as Vice President of Research, Finance, and Special Projects at Warner Bros. Corporate Media Research. There he supervised research for a variety of divisions including Domestic Television Distribution, Gaming, Consumer Products, and initiatives involving emerging technology. Keith has over 20 years of media research experience in the entertainment industry, spanning such companies as Walt Disney, Cannell Studios and New World Entertainment. He is a graduate of the University of Southern California.



Mark Friedlander is the National Director of New Media for Screen Actors Guild (SAG), the nation's largest labor union representing working actors. As head of the National New Media Department, he advises senior staff regarding the Guild's Interactive and New Media contracts, and provides guidance on all issues relating to new media. Mark also serves as consultant to the member-led Interactive, New Technology, and New Media committees, and oversees the Guild's ongoing efforts to monitor emerging technology trends in the entertainment industry. Mark came to SAG in 2005 as a business representative in the Contracts Department, specializing in theatrical, new media, and interactive projects. After earning a BA in Political Science from USC, he earned a JD from California Western School of Law, as well as a Masters of Laws in Entertainment and Media Law from Southwestern University.



Ed Haslam is Senior Vice President of Marketing at YuMe. He is a strategic marketing executive with substantial experience in online media, networked communications, and infrastructure computing. Prior to joining YuMe to oversee Marketing, Ed was co-founder & VP Marketing of Ludic Labs (Groupon), which developed both the social media community Diddit.com and local commerce service OfferFoundry.com. Prior to Ludic Labs, he served as the founding marketing executive for several other venture-backed technology companies including Orbital Data (Citrix) and Inktomi Corporation (Yahoo!).

Ed holds a BS in Structural Engineering, an MS in Systems Engineering, and ABD in Operations Research from Purdue University.

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Panelists and Moderators



Sean Jennings is VP, Solutions Architecture at Virtustream. Sean has over 20 years of experience enabling commercial and government enterprises of all sizes gain efficiencies and competitive advantage through the design and deployment of creative, forward looking IT solutions. At Virtustream, he is focused on initiatives around virtualization and cloud computing and the ongoing architecture of the xStream platform and the integrated suite of software tools and professional services associated with it, including the xStream Advisor and the xStream portal. Sean has been at the vanguard of the migration to x86 platforms throughout his career, designing solutions around and earning numerous certifications from industry leaders Novell, Microsoft, EMC, HP/Compaq/DEC, Checkpoint, and VMware long before they became fashionable.



Dr. Gigi Johnson is Executive Director, Marmel Institute. She “connects the digital dots” between media, technology, education, and social change. Gigi has taught digital media and disruptive technologies at UCLA Anderson since 2004, as well as at UCLA’s Herb Alpert School of Music, University of Navarra in Spain, Columbia College, and Higher Colleges of Technology in Abu Dhabi. Until 2005, she had been Executive Director of the Entertainment and Media Management Institute. Gigi created both its Executive Media and Entertainment Program as well as its Certificate Program in Entertainment/Media Management for undergraduates. She has been SVP/General Manager of two video-on-demand channels at Studio 4 Networks, as well as SVP/Managing Director at Bank of America in its entertainment/media practice. She is a member of the ATAS Interactive Media Peer Group.



Wayne Josel is Counsel, Media & Entertainment at Hughes Hubbard & Reed. Wayne’s practice focuses on the legal, strategic and policy issues arising out of the convergence of technology, entertainment, and media. He provides counsel and transactional support in connection with client initiatives related to electronic commerce, intellectual property, privacy, information security, compliance and risk management in matters including digital video and music content licensing and distribution and related audio-visual broadcasting initiatives via the Internet, wireless/hand-held devices and via download-to-own and video-on-demand business models; user-generated content and related liability, moderation, filtering and screening issues; strategic alliances, online sponsorship and joint ventures; viral marketing and viral content distribution (i.e., media players, widgets).



Bill Kallman is President & CEO of Scayl, which he co-founded, and serves on the Board of Directors. He is responsible for setting the overall direction, product and business strategy for the company. See a demo at www.youtube.com/watch?v=Qns8WAPjKo8. Bill brings over twenty years experience in entrepreneurial ventures as founder/entrepreneur, executive, board member, and venture investor. Prior to co-founding Scayl, Bill was active in early-stage venture capital as co-founding partner of Timberline Ventures. He participated in building the global Draper DFJ venture network as one of the earliest affiliates. Notable investments and board experience include: Varolii, a top 100 Washington State employer; Streamcast Networks maker of Morpheus software; Sabrix (acquired by Thomson Reuters 12/09), and Moving.

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Jonathan King is Senior Vice President of Business Development at Joyent. In this role Jonathan leads teams responsible for service provider sales and hardware, software, and system integration alliances.

Before Joyent, Jonathan was a Client Partner Director with Verizon Business Global Solutions and before that, led Alliance Development for Totality, a company acquired by Verizon.

Jonathan holds a JD from Loyola University Chicago School of Law and is pursuing an LLM in Intellectual Property Law from Washington University.



Kshitij Kumar is SVP of Mobile Video at Concurrent. Acquired by Concurrent in 2010, TellyTopia, where Kshitij served as CEO, was a visionary start-up bringing online content to the Cable TV and Broadcasting industries.

Kshitij was the Founder at TellyTopia and built a multinational team, product and business from the ground up.

Truly a multinational executive, Kshitij previously held leadership, business, and software development positions at C-COR and Lantern Communications in the USA, Lantern Canada and Nortel Networks in Canada, and C-DoT in India.



Marty Lafferty is CEO of the Distributed Computing Industry Association (DCIA). He is a new media industry leader and pioneer in the area of content distribution via advanced technologies.

As President of FutureVision, Marty supervised the first switched-digital-network service offering and the company's acquisition by Verizon. Previously, as CEO of NBC's Olympics joint venture, he led multiple vendors to develop alternative security solutions for the first multi-channel delivery service of the Olympic Games. Finally, as VP of TDBS, he directed Turner Broadcasting's deployment of the industry's first signal-scrambling security technology for basic television programming services.

Marty holds a Master's Degree from Yale University and a Bachelor's Degree from Williams College.



Sari Lafferty leads Business Affairs for the Distributed Computing Industry Association (DCIA).

Sari holds an MBA in Marketing from Georgia State and a BA from Cornell University. She has previously served in management positions for enterprises ranging in size and business-focus from software developer E-Star Communications to sports and arts center Camp Lindenmere.

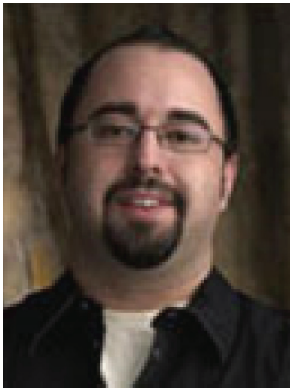
In addition, she has held numerous national and regional volunteer positions promoting technology education in the US and abroad.

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Ajay Malhotra is Executive Vice President, North America of Prime Focus Technologies (PFT), which was set-up in September 2007. The content creation to consumption value chain is increasingly driven by the adoption of file-based work flows and multi-platform opportunities. PFT provides a global digital content services hub, a combination of technology infrastructure and services for the digital media supply chain within advertising, broadcasting, film-making, and archiving. These services enhance collaboration, productivity, asset utilization within the media enterprise and across the ecosystem thereby increasing monetization opportunities and saving valuable time and cost. Previously, Ajay was Regional Director & Sales Executive at SYSTIME; and Executive Director, IT at 20th Century Fox.



AJ McGowan is CTO for Unicorn Media. In this role, he is responsible for engineering the cutting-edge architecture that will deliver high-quality audio and video via a highly intuitive interface. Prior to Unicorn Media, AJ spent five years at Limelight Networks where as director of solutions engineering, he assisted the company's marquee customers with implementing their content delivery networks, developing best practices, and capacity planning. With a remarkable combination of intelligence and drive, AJ started his first company building high-end custom computers while still in the 8th grade. By age 14, he was an IT manager, and in between high school classes completed a highly technical token ring/mainframe to Ethernet/NT-Unix network upgrade and answered pages from distressed employees.



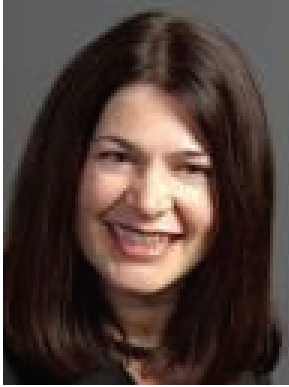
Tom Mulally is a Media Technology and Knowledge Management consultant in Los Angeles. His company Numagic Consulting specializes in complex media and emerging technology projects. Tom is sought after for research, trend analysis, strategy planning and forecasting of emerging technology trends. Prior to founding Numagic in 2000, Tom was Director of Media Systems and Design for Walt Disney Imagineering. For ten years he managed the design, development, and installation of cutting edge media content and systems for Disney Theme Parks worldwide. He spearheaded a number of innovations in media technology and interactive experiences for Disney. In the 1980's Tom was an international award winning on-line video/effects editor at several post-production facilities in the US and Europe. He has also composed and recorded electronic music for commercials, television and multimedia shows.



Michael Papish serves as Product Development Director at Rovi Corporation. He is responsible for leading the Rovi search and recommendations R&D team and helping guide the strategy for recommendation technology in Rovi-powered user experiences. Prior to Rovi, Michael was CEO and Co-Founder of MediaUnbound (the assets of which were acquired by Rovi in March 2010). From 2000 to 2010, Michael grew MediaUnbound into a profitable entertainment content recommendation technology company which licensed solutions to Global 1000 companies such as Terra Networks, MTVN/Viacom, Ericsson, and Motorola. At MediaUnbound, Michael led the sales and marketing divisions and helped coordinate the melding of computer engineering and human music analysis which underlined the company's technology. Michael co-founded MediaUnbound with friends from school while an undergraduate.

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Panelists and Moderators



Monica Ricci is Director of Product Marketing at CSG Systems, where her focus is on synergies and value propositions across all elements of CSG's BSS portfolio. Monica has 20 years of experience in the communications industry, 15 of which have been working with BSS vendors delivering billing solutions and consulting with service provider customers to evolve their billing-related processes for wireline, wireless and next-generation services. With a BS in Physics and a MBA from the University of Chicago, Monica's current focus is understanding the drivers for new telecommunications business models, incorporating both customers and the growing assortment of partners in the operator value chain.



Ty Roberts is Co-founder, Senior Vice President, and Chief Technology Officer at Gracenote. Recognized as one of the inventors of enhanced CD technology and credited with producing the industry's first enhanced CDs, Ty can be considered one of the fathers of modern digital entertainment. He joined Gracenote in November of 1998 and helped found the company after it acquired ION, a multimedia and music technology venture he founded in 1993. He serves as Gracenote's chief technology strategist, providing technology direction and overseeing the creation of products and services that leverage the power of the Gracenote database to deliver information services. At ION, Ty was the company's lead technologist and innovator in adding multimedia content to traditional audio CDs. Prior to ION, he was a founder and senior manager of LightSource, a software development company.



Jordan Rohan is a Managing Director at Stifel Nicolaus, and senior analyst covering the Internet Services sector. His coverage includes all aspects of the Internet, including search, online advertising, e-commerce, lead generation, and online marketing services. Jordan was named a Top Stock Picker by the Wall Street Journal in both 2005 and 2007 and has developed a reputation for bold, non-consensus stock calls. From 1999 through 2008, he held similar positions in equity research at Soundview and RBC Capital Markets. Before coming to Wall Street, Jordan began his career in 1993 with The Walt Disney Company as a Business Development Analyst. He earned his undergraduate degree from The Wharton School at the University of Pennsylvania and his MBA from Stanford University.



Robert Scoble is Startup Liaison Officer, Rackspace. Robert is a technical evangelist, writer, and the author of the popular blog Scobleizer (scobleizer.com). He is a lifelong technologist, growing up just blocks from Apple computer and playing in the garage with electronic gadgets his father brought home from work. Robert worked for Fawcette Technical Publications, UserLand Software, NEC and TabletPC before landing a job in 2003 with the Channel 9 MSDN Video team, producing stories about Microsoft employees and products. During this period his Scobleizer blog became a favorite of technologists who valued his independence and objectivity. He is a popular speaker and co-author of "Naked Conversations: How Blogs Are Changing the Way Businesses Talk with Customers."

CONTENT IN THE CLOUD

Panelists and Moderators



Robert Stevenson is EVP of Business Development & Strategic Partnerships at Gaikai. Prior to joining the company, Robert was the VP of Online Development at Namco Bandai Games, where he was in charge of western-facing online planning, R&D, and content creation to enable a future of diverse activities. Before Namco Bandai, Robert was the VP of Business Development & Worldwide Publishing for Atari, where he oversaw business relationships and global publishing activities, including work on successful franchises like Ghostbusters, Dragonball Z and Neverwinter Nights. Prior to Atari, Robert served as the VP of Product Development & Acquisitions for DreamCatcher Games (acquired by JoWood AG). In his early career, Robert held key roles in several game development and publishing companies, including Interactive Magic and iROCK Games under Virtus Entertainment.



Chuck Stormon is CEO of Attend LLC, which provides Content in the Cloud services to customers in advertising, film, broadcast and internet media, empowering file-based workflows to let creatives be creative. Prior to joining Attend, Chuck evangelized Content in the Cloud solutions as Vice President of Strategic Accounts and Alliances for Packet Exchange, a global cloud infrastructure service provider. Chuck is a member of the Society for Motion Picture and Television Engineers and serves on the Board of Directors of Symphony Video, Inc., an enterprise video content management software company, Namecast.net, a web scalability service provider and Collabworx, Inc., a secure internet collaboration software company. He is also an active angel investor and mentor to high-tech start-ups.



Nick Strauss is Director of Sales for Verizon Digital Media Services, where he is responsible for developing and selling industrial strength digital supply chain solutions for the media and entertainment sector. Prior to Verizon, Nick was Senior Manager at Deloitte Consulting, where he provided strategy and operations advisory services to the technology, media, and telecom industries. His clients included top 10 cable operators, telcos, studios, and broadcast networks, as well as technology providers. Before Deloitte, Nick served as Corporate Director, Business Integration at Mediacom Communications Corp. with responsibility for the development and execution of the company's customer service strategy. Specific areas of focus included the call centers, dispatch, and field operations, with emphasis placed on system, process, and organizational issues.



Jostein Svendsen is the CEO of WeVideo, the cloud-based online video editing service designed to enable individual users to collaboratively produce, stream, share, and store user-generated video. By combining the power of broadcast-quality HD with the vast reach of social media, WeVideo is in the vanguard of a rapidly emerging market in which millions of users in thousands of communities are beginning to continually interact via user-generated online video. Jostein is a highly regarded serial entrepreneur in Europe and North America, having founded and grown several successful companies in digital media, digital financial services and digital commerce. In 1993, he created initial prototypes for what came to be known in the following decade as smart homes and smart living, demonstrating groundbreaking concepts such as EPGs, digital PVRs, and personalized newspapers all on an open architecture PC based platform.

CONTENT IN THE CLOUD

Panelists and Moderators



Mark Taylor is SVP for Content and Media at Level 3 Communications. Over the past several years, he has held a variety of positions within the company, most recently as VP of Product Delivery and Strategy for the Content Markets Group. Previously Mark was head of Strategy and Mergers & Acquisitions in Europe and before that, head of the IP & Data Services Strategic Business Unit in Europe. Prior to joining Level 3, Mark spent two years as a Business Leader for Concert, a joint venture between AT&T and BT, where he managed global customer contract origination and execution. He also worked with BT Syncordia Solutions, the Information & Communications Technology unit of BT. He holds a B.S. degree in Telecommunications Engineering from Plymouth University and a post graduate Diploma in Management Studies from Kingston Business School.



Dave Toole is the CEO of MEDIAmobz and Outhink Media, which provides services and software to connect, inform and inspire a fast growing community of independent video producers and other new media artists. Previously, Dave ran the technology company GaSonics, where as CEO he helped to grow revenues from \$25M to a run rate of \$250M while globalizing the company and taking the company public. GaSonics took 5 products to the #1 position in their relative markets.

Dave evangelizes social media at conferences, in workshops such as MacWorld, Digital Hollywood, OMMA, Media X, the WebVideo Summit and others. He is a long time musician and videoblogger.



Richard Yang is Associate Professor of Computer Science at Yale University. He is interested in computer networks, network security, distributed multimedia, and real-time systems. His latter research focuses are on end-to-end network congestion control and secure multicast. For congestion control, his research has spanned the life cycle of congestion control: design of new congestion control scheme, characterization of congestion control protocols, evaluation of the impacts of congestion control on emerging multimedia applications, and extension of unicast congestion control to multicast congestion control. For secure multicast, he is one of the main developers of keygem, a multicast group key management system that implements scalable and reliable rekeying. Richard is currently interested in the problems of network congestion control and group key management in the context of wireless and mobile networks as well as a network under denial of service attack. Given his past experience, he also follows closely research in artificial intelligence and database.



What We Do at the DCIA

The Distributed Computing Industry Association (www.dcia.info) is the official international trade organization for commercial entities involved in the generation, storage, distribution, and presentation of digital media across, by, and among distributed computing networks. It serves as the nexus among corporations, government, content owners, technology developers, and policy makers to support, enable, and foster market expansion in this sector, which is now experiencing unprecedented explosive growth thanks to its most recent advancement in cloud computing.

Connections You Can Bank On

You want to connect with the best. If you're a large company, you want help navigating among a plethora of start-ups to find the right vendors and suppliers. If you're an emerging firm, you need to show what you're building. Become known. Get financing. Find customers. Attract partners. How do you do all that?

Become a MEMBER COMPANY!

When you join, we take care of you. Your goals become ours. We pull out all the stops, expanding your network and connections so that you can drive your small company to profitability and growth, or guide your large company into a technologically superior future as expeditiously as possible.

Here are some examples of the personal care we take with our Members:

- ✓ Access to prospective customers and partners. The DCIA helps facilitate access to Member companies' specific affiliate firm targets. For new Members, we spend time to understand your business focus and identify who you need to meet. DCIA leadership has broad access throughout the content, media, and technology communities that we use for the benefit of Member companies. We make it faster, easier, and cheaper for you to meet the dealmakers.
- ✓ Strategic alliance opportunities. The DCIA identifies and facilitates partnerships among DCIA Member companies regularly. Many DCIA Members are currently involved in business alliances with other Members as a result of the DCIA's work. We connect, so you can build.

- ✓ Business development and strategic planning. The DCIA provides individualized strategic support to Member companies. We offer workshops on how to get the most value from DCIA conferences, with organizational tips and checklists. You'll reap the highest return from your membership investment.

"The DCIA introduced us to one of its larger professional services Member companies with whom we held a brief series of meetings. As a result of these meetings, we were introduced by the larger company to the global industry leader in our space and are now involved in strategic partnering negotiations. All this in a few short months. The value of our DCIA Membership has been recouped manifold times."

- A new software application provider*

There's more...

- ✓ Exposure to DCIA Members. We now number approximately 140 Member companies, including major players in each sector of our emerging industry. Want to meet them? We'll introduce you.
- ✓ Participation in industry standard setting and best practices. The DCIA sponsors industry working groups focused on critical areas. For example, the P4P Working Group, which was established by a small software firm and large ISP – two Member companies – has grown to more than 100 participating companies worldwide; developed, tested, and commercially deployed new technology; and contributed to related IETF standards setting. We offer a platform for you to get involved to help build the industry and contribute your expertise.
- ✓ Access to investors for joint ventures. Some of the DCIA's own Members are venture capital funds. In addition, the DCIA regularly introduces Member companies to other funding sources. Money is waiting to invest in digital media and cloud computing – we'll show you who is *smart money* in this space.
- ✓ Specific business opportunities. On a regular basis, DCIA leadership identifies business opportunities and provides the information to Member companies where this is most relevant. We are your extended business development arm.

"We approached the DCIA with a focused assignment assessing providers of a particular type of new technology. The organization responded in short order with a workable slate of best-of-breed candidates from among hundreds of potential targets touting expertise in this area. Within weeks, we entered due diligence with our selected choice and consummated a multi-million dollar strategic investment and commercial alliance."

- A large international telecommunications industry leader*

Not only that...

- ✓ Member conference discounts at DCIA and partner conferences. It costs less to do more when you join the DCIA.
- ✓ Regular press coverage in DCINFO, the weekly DCIA online newsletter. We start new Member companies with an announcement in DCINFO and cover their news on a regular basis. Over 7,000 industry leading participants waiting to read about your company.
- ✓ Speaking opportunities at DCIA conferences. We put on at least four conferences per year in conjunction with other major trade shows including CES and NAB. Ready to showcase your company? We'll get you in front of your customers.
- ✓ Prominent speaking opportunities at other events. We regularly place DCIA Members on panels at other trade shows and conferences. In addition, we often provide full sessions on CONTENT IN THE CLOUD topics at major trade shows. You'll be an industry expert speaking before target audiences.

"On a recent multi-meeting trip to the US for our CEO, the DCIA arranged more meetings with analysts, the media, and the press than our PR firm, plus helped us with our positioning and message points, and arranged several conference speaking engagements for us. We determined that we no longer needed to have a PR firm – just our DCIA Membership."

– An overseas technology specialty firm*

- ✓ Enhanced public relations. In addition to coverage in DCINFO, the DCIA assists Member companies in developing and distributing white papers and disseminating information to the press. We get you the exposure you seek.
- ✓ Access to personnel. The DCIA serves as an informal clearinghouse for talent at the intersection of the digital media and cloud computing sectors. We'll help you source who you need for new assignments as you grow.
- ✓ Networking. At every event organized by the DCIA or attended by the DCIA, we help Member companies network successfully. Everyone on the DCIA team is an expert on networking. We put that talent to work on your behalf, connecting you with personal introductions to customers, partners, and investors.

"The DCIA helped with the development of our business plan and private placement memorandum (PPM) by providing industry data and research information. Then the DCIA helped us with our PPT presentation based on them. The DCIA helped us identify strategic investors. Finally, the DCIA gave candid assessments of our business to targeted venture capital firms resulting in our closing a multi-million dollar round of financing."

– A three-year old start-up company*



DCIA 2011 Annual Report

By Marty Lafferty, CEO

This report highlights industry developments from 2011. Please visit www.dcia.info/news for a more detailed year-in-review from our newsletter archives.

As the year began, shares of companies in data center hosting and cloud computing rose sharply on news that Verizon Business would rapidly expand its cloud capabilities in 2011, starting with the acquisition of Terremark for \$1.4 billion.

A handful of promising cloud computing start-ups kicked-off 2011 with sizable financial injections. Playcast, developer of a cloud-based videogame streaming service, raised \$10 million in a second round of financing led by MK Capital & JVP. Rdio, a uniquely social music subscription service, garnered financial support from Mangrove Capital Partners. Former Salesforce.com execs launched start-up Okta in the enterprise cloud computing business, with initial clients PANDORA and Enterasys.

Comcast senior executives celebrated federal government approval of the company's acquisition of NBC Universal from General Electric.

Hewlett-Packard (HP) stepped up its cloud computing by launching a portfolio of private cloud services, hardware, and software plus plans for a public cloud.

Amazon unveiled Elastic Beanstalk, a new free service making it easier for developers to use the company's cloud-based computing services. Rackspace began offering Akamai's web acceleration and cloud optimization services as part of its dedicated and cloud hosting portfolio

BitTorrent's Bram Cohen finalized code for his new peer-to-peer (P2P) live-streaming protocol intended to be superior to other solutions in the market.

GoGrid launched an enterprise-grade hosted private cloud platform delivering the benefits of cloud computing and dedicated server hosting. PacketExchange launched its cloud computing infrastructure-as-a-service (IaaS) networking solution at the Pacific Telecommunications Council conference in Hawaii.

Adconion Media Group spun-off the Joost Video Network to target audiences with in-stream and in-banner video advertising.

The Digital Entertainment Content Ecosystem (DECE) said that it expected its UltraViolet would be ready to support commercial services/devices by mid-2011. Ultraviolet promised consumers perpetual rights to entertainment content accessed through a cloud-system for playback on multiple devices.

Netflix blew past forecasts for subscriber growth adding 3 million in the 4th quarter of 2010 to over 20 million at the end of December. To capitalize on the big potential advertising marketplace of new Internet-connected TVs, Adap.tv struck a deal with TV app co Flingo. Funai and ActiveVideo partnered to bring interactive television solutions based entirely in the network cloud to connected televisions.

There were robust signs of economic life at the 2011 CES, which attracted 140,000 people, surpassing pre-show estimates and beating 2009 and 2010 attendance figures. The DCIA attracted a standing-room-only (SRO) audience to its first-ever CONTENT IN THE CLOUD (CITC) Conference within CES. David Snead covered the event, and DeepMarket profiled emerging cloud computing players Akamai, Heroku, OpenStack, Twilio, and VMware.

Safe Communications opened beta registration at CITC for MouseMail, the revolutionary security service that protects children online. Octoshape launched Cloudmass, a cloud-based content delivery service that provides flexible infrastructure to deliver quality video online. Brian Stelter explored a marriage of TV and the Internet with industry leaders in his NY Times report from CES. GenosTV received very positive responses to demonstrations of its fully functioning Cyclops ITV remote controller. BitTorrent Mainline announced that it had reached over 100 million active monthly users, providing major new content distribution opportunities. The DCIA's top 5 most compelling, promising, and exciting developments at CES were BitTorrent, Cyclops, Joyent, Octoshape, and Safe Communications.

The Gamification Summit teamed with Fora.tv to provide a streaming webcast of its sold-out inaugural event co-sponsored by the DCIA. The DCIA joined Mark Ellison for Capital Thinking on Voice of America Talk Radio Network to discuss the FCC's new net neutrality regulations. The DCIA argued that the FCC's over-reaching net neutrality rulemaking should be either overturned by the courts or repealed by Congress. Congresswoman Marsha Blackburn (R-TN) filed the Internet Freedom Act with 60 co-signers to invalidate the FCC's net neutrality regulations.

Results from an annual In-Stat survey of US broadband households showed that downstream speeds increased an average of 34% in 2010. In January 2011, 83.5% of the US Internet audience, or 171 million Americans, watched online video, according to market research firm comScore. The Straight Report praised BitTorrent; Media Daily reported that most TVs will be Internet-connected by 2014; and the EDDS Report stated that 2011 would indeed be THE year of cloud computing.

In February, Netflix inked a deal with CBS allowing it to stream some of the network's shows (although none currently on-the-air). Rdio, the on-demand social music service, continued revolutionizing the music experience by extending its reach to the Roku streaming player. Vidyo introduced an Internet-based videoconferencing architecture that can scale to tens of thousands of users on many mobile devices. Amazon said it would offer "free" unlimited video streaming to Prime members who pay \$79.99/year for free two-day shipping on items sold on Amazon.

Cisco Systems announced that it would acquire Inlet Technologies, a provider of video processing technology, for \$95 million.

Rackspace Hosting reported profits up 50% in 4Q 2010 compared with 4Q 2009, the strongest showing since the company went public in 2008.

China and IBM teamed to build a massive cloud computing office complex. According to Computer World, it's the size of an entire city.

VMware rolled-out VMware vCloud Connector, a free plug-in for VMware vSphere that extends the management console out to virtual machines. VMware's 2011 marketing theme "Your Cloud" lined up around the 3 layers of infrastructure, cloud app platform, and end-user computing.

Kaltura, developer of the first-and-only open source online video platform, secured an additional \$20 million in a new round of financing. Cloud-computing apps company Active Network announced plans to sell up to an estimated \$150 million of common stock, raising money to repay debt. Pandora Media planned an IPO that may raise as much as \$100 million for the Internet-radio company, according to a regulatory filing. Slacker raised \$3 million in debt funding, adding to the growing number of music start-ups gaining additional funds in 2011.

AT&T enhanced its AT&T Synaptic Compute as a Service Solution by integrating it with its VPN Service to enable virtual private clouds.

"The Cloud Effect: Can Cloud Resources Be Used to Deliver Quality, Scalable and Affordable Over-the-Top (OTT) Video" was released by The Diffusion Group, strongly supporting Octoshape's technologies.

Altometrics aimed to give cloud computing providers like Hosted Solutions and others a fast and robust tool to provide better services. SpotCloud, a spot market for cloud computing capacity, offered a platform for the ultra-efficient pricing and dispersal of compute resources.

Telefonica created developer community BlueVia to promote its global API so apps developers can write to exposed services in its networks.

BitTorrent launched a new app in collaboration with Khan Academy, fulfilling the mission of global education through video classes.

Following the success of CITC at CES, the DCIA announced that it would conduct a first-ever CONTENT IN THE CLOUD Conference at NAB. The DCIA also agreed to serve as the media partner for paidContent 2011 - The Next Decade in Digital and to serve as the Supporting Association for Cloud Computing Asia in Singapore. At MIDEM 2011: one of the main topics of conversation among the 6,850 delegates from over 70 countries was "the cloud."

The National Institute of Standards and Technology (NIST) issued two new draft documents on cloud computing.

A coalition of digital rights groups backed ivi.TV, a start-up online video distributor, in its legal battle with content rights-holders.

IDC predicted that in the next four years, public IT cloud services will grow by more than 20% to become a \$30 billion industry. Cloud computing services will continue to grow in Japan in the years to come, quintupling to \$1.8 billion in 2014, IDC analysts predicted.

In March, volunteer technologists from around the globe came together to offer help to Japan in the wake of its devastating 9.0 earthquake.

HP announced its new portfolio of cloud computing capabilities from infrastructure to platform services. Leo Apotheker, its new CEO, detailed his strategy for the company, offering a heavy emphasis on cloud computing.

Spotify, the European streaming music sensation, reached something of a milestone for digital music: a million paid subscribers.

Fresh off its \$77 million financing, Limelight Networks indicated that it could put some of that recently raised cash to work by making acquisitions.

Amazon's cloud biz may have started out as a supplier of simple compute cycles, but it is becoming a whole lot more as the ecosystem grows. As of March 2011, 19% of all Internet transactions involve access to Amazon's Elastic Compute Cloud Service (EC2) to retrieve at least one element of data. Diane Mermigas reported that Netflix is winning the short-term battle in streaming media, but Amazon is positioned to win the integrated interactive

Paramount Pictures partnered with BitTorrent, to distribute the horror flick "The Tunnel" on DVD and for free via the file-sharing network.

Hypebot said Apple's new music service might debut in April at \$20/month, allowing users to store all their music in "the cloud."

Octoshape released "Breaking the Constraints of Scale, Quality, Cost, and Global Reach in Content Delivery."

The DCIA announced Kulabyte as a sponsor for its upcoming CONTENT IN THE CLOUD (CITC) Conference at the NAB Show. Broadcast storage is undergoing dramatic change as TV stations move to file-based workflows and network play-out centers move to HD and 3D. The DCIA also announced its newest keynote speaker for CITC at NAB: Mike West, CTO & Co-Founder of GenosTV, addressing "Benefits of Cloud-Delivered Content for Consumers."

The head of the European Commission's digital mission put interoperability and standards at the forefront of the cloud computing agenda.

US House Republicans stepped up the rhetoric against the FCC's new net neutrality rules in a hearing about vacating the regulations.

A federal judge limited the financial liability facing LimeWire, the popular file-sharing service found liable for copyright infringement.

Google's Eric Schmidt said, "Every two days now we create as much information as we did from the dawn of civilization up until 2003." (5 exabytes). Cisco's CTO said cloud computing has created an environment where the network is the computer once again starting with a secure infrastructure.

More than one-third (35%) of Americans ages 13-54 said they watch streaming video programming from a TV network, up from 29% in 2006. A new survey from Pyramid Research said Internet-protocol television (IPTV) subscriptions will reach 131.6 million globally by year-end 2015. User-generated content (UGC) video sites generated in excess of 230 billion domestic (US) views in 2010, up 146.9% over the previous year.

ABI Research projected the number of cloud-based music service subscribers to grow at an annual rate of 95%, and exceed 161 million in 2016.

IDC SVP Frank Gens said he sees a significant fork in the IT road in 2011 similar to one that happened 25 years ago and said, "Embrace the cloud now." By 2020, businesses that fail to pare their legacy architecture may be disrupted by smaller nimbler companies who build on cloud computing. "Last Mile" rankings showed rivals Microsoft and Google running neck and neck, according to Compuware's Gomez cloud performance tracking service.

In April, the backbone of the Internet, FTP, originally launched as the RFC 114 specification in April 1971, celebrated its 40th birthday.

Amazon announced its Cloud Drive service - a locker in the ether that will permit users to store and retrieve 5 gigabytes of digital media.

AT&T's U-verse video, voice, and data services in 1Q 2011 generated \$1.5 billion in revenue, representing \$6 billion on an annualized basis.

Cablevision's free iPad app, which lets subscribers watch up to 300 live TV channels, was downloaded more than 50,000 times in just a few days. Time Warner (TW) Cable sought a court ruling on the legality of its iPad app, which was challenged by Viacom and other TV programmers.

Industry-leading innovator BitTorrent announced the availability to its community of a new novel, "Captive," by author Megan Lisa Jones. uTorrent 3.0 looked to please torrent pros and novices alike, as new features were targeted to users of various degrees of familiarity.

Akamai indicated that it could soon leverage P2P technology to enable media customers to stream live or on-demand video to end-users through NetSession.

Ku6 Media, a leading Internet television company in China, said it would acquire Pipi, a leading P2P based Internet video platform in China.

The NAB Show Daily previewed the DCIA's CITC Conference at NAB, which was SRO. Verizon unveiled Digital Media Services to provide media companies an easier way to get content on devices like smart-phones and tablets at the show. Octoshape demonstrated emerging Multicast service options for broadcasters and telcos looking to deliver OTT video with the highest quality-of-service (QoS). Octoshape & Kulabyte announced a unique solution to resource, bandwidth, and footprint constraints that limit live event encoding & streaming. And Creaza, a pioneer of cloud-based video services, unveiled the award-winning start-up's exciting new cloud-based video production platform.

Also at the NAB Show, Microsoft launched a new strategic ecosystem that will lead media and entertainment (M&E) companies to the cloud. Polycom announced Polycom's Accordent Media Services - Powered by Microsoft Windows Azure, a cloud services offering on the Azure platform.

ActiveVideo Networks discussed how TV programmers can harness apps streamed from the cloud to raise viewer engagement and generate revenue.

The US House of Representatives voted to repeal the FCC's recent net neutrality order.

The DCIA praised the Digital Due Process (DDP) coalition, which has been incredibly successful in shining a light on the need for ECPA reform.

The Institute of Electrical and Electronics Engineers (IEEE) launched its new Cloud Computing Initiative to establish standards.

US Senator Amy Klobuchar (D-MN) introduced The Cloud Computing Act of 2011 targeting the rapidly growing cloud computing services sector.

The Commander of US Cyber Command and Director of the National Security Agency said he believes cloud computing is secure enough for the Department of Defense (DoD).

Cloud-based software makers should grow three to five times faster than traditional firms over the next several years, analysts said. The global cloud computing market will grow from \$40.7 billion in 2011 to \$241 billion in 2020, according to Forrester Research.

More than 70% of data center managers have implemented cloud computing or are seriously considering it, according to a survey by AFCOM. CIOs began to see the cloud as much more than a web developer playground or an infrastructure add-on. It's a real business strategy.

About 77% of consumers now watch OTT video on a PC or TV, according to an Accenture survey of 6,550 consumers in 7 countries.

In May, CenturyLink, the nation's third largest telecommunications company, said it would buy IT firm Savvis for \$2.5 billion, in a play on cloud computing.

Dell said it would invest \$1 billion in new cloud computing data centers in multiple locations globally and launch new virtual computing services. AT&T said it was accelerating plans for up to a \$1 billion investment in global network-based cloud, mobility, and network sourcing solutions.

President and CEO of Fujitsu America Tony Doye said it's investing billions to advance services for the new rage in IT, cloud computing.

Verizon may seek acquisitions of small software companies worth under \$100 million to complement its Terremark deal, said the company's CFO.

Envivio, which sells IP video encoding and processing equipment to content providers worldwide, filed to raise up to \$69 million in an initial public offering (IPO).

Shares of LinkedIn more than doubled on their first trading day and heralded the coming of several multibillion-dollar Internet company IPOs.

Huawei showcased its cloud computing strategy and end-to-end solutions for telecoms and enterprises at the 3rd Cloud Computing Summit. Huawei is planning to become a one-stop-shop cloud computing provider, not only making network equipment, but also offering IaaS solutions.

GTT Group offered nine US patents in cloud computing: virtual data storage, resource management, and distributed computing infrastructure.

Netflix said it now has more subscribers than Comcast, the largest US cable TV operator. 7% of all US citizens now subscribe to Netflix. Netflix competitor Vudu said that top CE brands including Vizio would add Vudu buttons to HDTV remote controls, media and Blue-ray players.

Facebook partnered with P2P music-streaming service Spotify on a new offering. Apple said it was close to announcing its launch of an online music storage and streaming service after reaching deals with 3 of the 4 major labels. Apple applied for a patent outlining an interesting new P2P sharing technology that may one day find its way into iPhones and iPads.

BitTorrent 8 launched with an attractive new feature that makes it easier to create torrents and share them with a group of friends or colleagues. BitTorrent's new client is not just for sharing content but also for socializing the experience with deep content discovery hooks.

Lithuanian torrent tracker Linkomanija was chosen by local movie studio Iron Cat to become the official distributor of an upcoming movie.

GoodBuzz released the open version of its guerrilla marketing program GoodBuzz.org based on industry-disrupting P2P technology.

Eucalyptus Systems launched over 25,000 clouds, making it the planet's most widely deployed software platform for on-premise IaaS clouds.

IBM saw a growing adoption of IBM cloud services with a variety of clients venturing into enterprise marketing management services.

A&E TV Networks began using Brightcove's App Cloud, a development tool to streamline building applications for different device platforms.

The DCIA announced plans to present its next installment of CONTENT IN THE CLOUD at the June Digital Media Conference East (DMCE), sponsored by Digital Media Wire in Washington, DC.

The DCIA analyzed the Sony Play Station Network outage caused by a malevolent intrusion, and Amazon's web hosting services outage and recommended back-up and security measures. Google and Microsoft also faced online service failures offering another reminder that cloud computing is continuing to experience growing pains.

Amazon apologized for its web services outage, offered service credits to affected customers, and promised improved communications.

2,000+ IT decision makers registered to attend the 3rd Cloud Computing World Forum taking place in London, England, co-sponsored by the DCIA.

The DCIA supported Senator Patrick Leahy's S. 1011 to update the Electronic Communications Privacy Act (ECPA) of 1986 for the digital age. Senator Leahy said his new bill takes several steps to protect Americans' privacy in the digital age.

A trio of Senators introduced S. 978, a misconceived and over-reaching bill intending to make unauthorized streaming of TV shows or movies a felony. While the DCIA supports online copyright protection, it opposed this poorly crafted measure.

LimeWire and the four major record labels reached an out-of-court settlement for \$105 million, according to information confirmed by the RIAA.

An IBM study of more than 3,000 global CIOs showed that 60% are ready to embrace cloud computing in the next 5 years to grow their businesses. Cloud computing adoption is happening faster than the most optimistic projections, according to Bill McCracken, CEO of CA Technologies.

Internet access at home and work grew to 244 million individuals in the US, and Americans streamed 14.7 billion videos during the most recent month. eMarketer estimated that 158.1 million US Internet users will watch video online at least monthly in 2011, up from 145.6 million last year. IPTV subscriptions will almost double in the next three years to 70 million from 30 million at the end of 2010, according to SNL Kagan.

Nearly 20% of all TVs shipped in 2010 featured connected TV capabilities, according to new research released from DisplaySearch. The United States IPTV market could see more than 20% compound annual growth rate (CAGR) through 2015, according to IMS Research.

In June, around 300 websites - including Google, Facebook, Yahoo, and Bing - tested the IPv6 readiness of the Internet. There were no reports of companies giving their employees the day off on June 8th to celebrate World IPv6 Day, but it did mark an industry milestone.

GoDaddy entered the cloud computing business with a new service called Data Center on Demand competing with Amazon Web Services & Rackspace.

Personalized streaming music service Pandora filed with the SEC to raise nearly \$142 million in an IPO. Music-sharing platform SoundCloud partnered with blogging platform Tumblr, to allow users to share files uploaded via SoundCloud on Tumblr.

Daily deals site Groupon filed for an IPO to raise \$750 million. It generated \$644.7 million in revenue in Q1 2011 with 83 million subs.

Alcatel-Lucent developed a hosted video analytics service, AppGlide, designed to give service providers quality metrics about OTT video.

comScore launched Device Essentials to measure traffic for all digital devices, including PCs, mobile phones, tablets, music players, etc.

Octoshape was chosen by Tennis Channel exclusively for video streaming of the prestigious multi-venue multi-week 110th French Open. Octoshape also won the Red Herring's Top 100 Europe award for harnessing the power of innovation to shape and revolutionize the industry.

RightScale & Zynga launched a new service to help customers manage private and hybrid clouds in ways similar to its Z Cloud infrastructure.

The Bedford Report described how cloud computing boosts demand for Level 3 Communications and other leading CDNs.

Verizon Wireless confirmed that new tiered options will be the norm for its data services for new customers starting next month. Charging wireline broadband subscribers for the amount of bandwidth they consume will become increasingly prevalent among US ISPs.

Smart TV Summit attendees learned that by year-end 2015 there will be 350 million computer-driven, Internet-connected televisions globally.

At the NCTA Show, Comcast CEO Brian Roberts showed-off the next generation of the company's TV user interface under the code name Xcalibur. Comcast said it would start testing a video-recording service that lets customers store programs remotely on the company's server computers. Comcast Business Services partnered with Ascent Data's data center in Pittsburgh, PA to deliver cloud services to SMBs in the area.

Warner Bros. Home Entertainment Group became the 1st major studio to provide licensed video content via BitTorrent, said Hollywood Reporter. BitTorrent launched uTorrent 3.0 the latest version of the popular client that makes it easy to find, get, and play massive files on the net.

The DCIA's CONTENT IN THE CLOUD at DMCE examined issues now affecting the adoption of cloud computing technologies for content delivery. Steve Case, Co-Founder of AOL and Chair of Revolution, The Case Foundation, and Startup America keynoted at DMCE.

The DCIA provided advanced insight into Apple's launch of iCloud. Apple's iCloud began a new era of cloud wars, in which it, Amazon, and Google vie for a one-time, land-rush opportunity for new customers.

The DCIA urged combining advanced filtering technologies with new business models to combat online infringement.

The Open Data Center Alliance (ODCA), a vendor neutral group of cloud computing users, issued requirements for eight cloud use cases. To offer a framework for basic standards, ODCA released a set of guidelines for cloud computing vendors.

A United Nations report said that disconnecting people from the Internet is a human rights violation and against international law. The Netherlands became the 1st country in EU and only the 2nd in the world to enshrine the concept of network neutrality into national law.

A new study found that for many users, Netflix is not complementary to pay TV service. It's looking more and more like a substitute. OTT video from CE, pay-TV operators, DVD rental companies, etc. will bring \$32 billion in revenue through the next 5 years per IMS Research. OTT video will count 1.3 billion subscribers by 2016 with revenues of up to \$20 billion according to two new reports from ABI Research.

TW Chairman Jeff Bewkes said the cable TV industry should move towards making all video programming available on any device at anytime. Alcatel-Lucent & thePlatform teamed to help cable ops extend the reach of pay-TV services to connected TVs, tablets, smart-phones, and PCs.

File sharing still enjoys double-digit growth as do on-demand video and audio, locker sharing, and mobile media consumption per Cisco's VNI.

Nearly one in 10 organizations in the US estimate they store more than \$10 million worth of data in the cloud, said Advanced Micro Devices. CEBR said cloud computing will be worth 763 billion euros to the top 5 European economies over the next 5 years and create 2.4 million jobs.

In July, BitTorrent turned ten-years old. The company announced that it would launch a premium client, uTorrent Plus, this fall, aimed at those looking for extra convenience and powerful new features. A team working out of Delft University of Technology invented what they call the Superior Seeding Standard to speed-up BitTorrent.

During the first half of 2011, the value of announced merger-and-acquisition (M&A) transactions reached \$23 billion - a 15% increase over the first half of 2010. First Trust ISE Cloud Computing Index Fund became the first ETF that tracks companies actively involved in the emerging cloud computing industry.

While cloud computing continued gaining steadily in the US, UK, and Germany, it really took off in emerging markets like Brazil, China, and India. Software-as-a-service (SaaS) and public cloud services played more pivotal roles in day-to-day ops of bigger organizations (e.g., Coupa Software's deal with SUBWAY).

IBM's cloud offerings were providing a source of growth, as management noted that cloud related revenue was expected to double in 2011. Facebook said it plans to build more of its own data centers to deal with the coming data boom as users share much more content with one another. Extreme Reach began working with Level 3 Communications to build the largest ever new video ad delivery network facility.

Taiwan's Acer said it would buy US cloud computing firm iGware for \$320 million as it seeks to move beyond its core hardware manufacturing business. Citrix Systems, a provider of server and desktop virtualization, purchased open source cloud computing company Cloud.com for more than \$200 million.

Cloud-based game service Gaikai raised \$30 million for its interactive, real-time gaming network, compatible with nearly every device. Amazon reportedly made a large investment in analytic database start-up ParAccel in a Series E round with existing investors. CloudFlare, the web performance and security company, raised \$20 million in funding led by New Enterprise Associates (NEA). Virtustream, a leading provider of cloud services and next generation infrastructure solutions, announced a \$10 million Series B round. Piston Cloud Computing, a software company developing commercialized OpenStack software for businesses, raised \$4.5 million in funding.

Furthering TV networks' efforts to use different digital video distributors, CBS and Amazon announced a non-exclusive licensing agreement. Panasonic opened up its Viera Connect cloud-based TV service for developers to create IPTV applications for the worldwide platform. Abacast offered a free webinar on Abacast's Blueprint for Profitable Radio Streaming featuring Matt Sunshine and hosted by Michael Dalfonzo. P2P music service Spotify said it would finally launch its music-streaming service in the US.

The DCIA reported on encouragement from KPMG, Computer Economics, and Forrester Research for the distributed computing industry. The trade organization also analyzed and reported on the new Copyright Alerts system of US content rights holders and ISPs. The association agreed to serve as the exclusive media sponsor of the World Telecom Summit in Singapore.

The DCIA partnered with the Entertainment Consumers Association (ECA) in opposing US Senate Bill S. 978, a bill which would cause significant harm. The EFF joined the ECA and the DCIA in opposing this anti-streaming bill and to stop it from being fast-tracked through the US Congress.

Despite growing opposition from Congress and the private sector, the FCC moved forward with its open Internet rules by sending the neutrality regulations to the federal OMB.

Online video viewership reached new highs monthly, presenting a perfect opportunity for media buyers to tap into the massive video audience. The share of web video viewers who are watching online media between 6 PM and 9 PM has gone up more than 30 points in the last two years. 3% of subscription TV consumers "cut the cord" of TV distribution systems - cable, satellite, or telco - per J.D. Power and Associates. SNL Kagan said 12.1 million or 10% of US homes will have only OTT delivery of video service within four years.

The Internet-connected TV market also shot skywards, with CE manufacturers on-track by July to sell 52 million connected TV sets in 2011. Internet-connected television sets have been growing so fast that by the end of the year there will be more of them than videogame consoles.

US spending on videogames rose to \$5.9 billion during Q1, an increase of 1.5% over the same period in 2010, according to the NPD Group.

Cloud computing can save large US companies \$12 billion a year and prevent 86 million metric tons of annual carbon emissions by 2020, per CDP. In India, the cloud computing business is estimated to reach \$490 million by 2014 up from \$94.5 million in 2010 - an eye opener for remaining skeptics. According to Accenture, IT security will move from simply securing information systems, to securing processes by means of cloud computing. Mobile cloud services sales should reach \$39 billion by 2016 as businesses spend on cloud-based unified communications, said Juniper Research.

In August, Highwinds Game Delivery Network (GDN) launched, powered by technology from Solid State Networks, maker of CURRENT, CURRENTpro, and DIRECT.

Verizon's acquisition of cloud software player CloudSwitch set the stage for it to join the highest leadership ranks of cloud services. CHR Solutions, Parallels, NeoNova Network Services, and AppDirect all began developing economical cloud services for smaller telcos. Informa announced a tracking initiative focusing on the activities of 90 telcos with \$8 billion invested worldwide in data centers to identify their cloud strategies.

Huawei launched its first mobile-phone offering cloud-based services, joining other Chinese companies in applying the cloud to smart-phones.

Intel Labs announced a \$30 million investment in the latest Intel Science and Technology Centers (ISTC) at Carnegie Mellon University. Cloud computing start-up Wanova raised \$10 million in a second round from Israeli Greylock Partners & Carmel Ventures, and US fund Opus Capital.

Apple opened up its iCloud service, due this fall, as a beta for developers and a few lucky consumers to kick the tires.

Translattice, funded with \$9.5 million, made applications more resilient saving on fault-tolerant hardware and extra network connections. Translattice solved the scalability issue with a new platform adding server nodes dynamically provisioned by the operating environment. Year-old PHP platform-as-a-service (PaaS) hoster AppFog closed an \$8 million B round led by Ignition Partners with participation from new investors.

Kontiki announced integration with Salesforce Chatter, enabling enterprise-wide, live video event collaboration.

BitTorrent's popular uTorrent client broke the milestone of 100 million active monthly users making it the most used BitTorrent client. VODO, the BitTorrent-powered distribution network for independent films, surpassed a million downloads of "A Lonely Place for Dying."

Discovery CEO David Zaslav said Discovery is talking to streaming providers about digital distribution of its television programs. Fox Broadcasting encouraged pay-TV customers to demand that their providers participate in "TV Everywhere" and offer programs online. TW Cable CEO Glenn Britt made a surprising comment to the Wall St. Journal that TWC was looking at broadband as its anchor service.

OnLive launched its cloud gaming service for the UK in the first major international expansion for the company.

Researchers at Microsoft began working on a cloud solution to enable data sent to an Internet server to be used without ever being revealed. Cloudera introduced industry's first Hadoop certification program.

Octoshape's EBU commissioned whitepaper addressed the main drivers behind the online video explosion, the challenges, and the solutions.

Ignite Technologies launched its new MediaPlace in the App Store, expanding devices on which its enterprise customers can consume content.

Law firm Martineau migrated its IT infrastructure from a physical environment to Virtustream's xStream enterprise cloud platform.

The DCIA reported on a district court ruling made that could have significant impact on cloud-based content services in the US. The DCIA supported MiniMonos' Kaila Colbin on the UK Prime Minister's misguided threat to ban social media networks to solve civil unrest.

The DCIA agreed to participate in OMMA Global, the semi-annual gathering of MediaPost insiders. The cloud trend is really about distributed computing: making a pool of computing resources accessible on-demand in a convenient manner. The next generation will find accessing content from anywhere other than the cloud to be a foreign or archaic concept. It's that big a deal.

President Obama named former Microsoft and FCC executive Steven VanRoekel as the new federal Chief Information Officer (CIO).

The Open Cloud Initiative (OCI), a non-profit organization advocating open standards in cloud computing, officially launched at OSCON 2011.

More than 70% of online US adults watch clips on video-sharing sites, a sizable 38% jump from 5 years ago, said the Pew Internet Project. Connected TVs with integrated TV applications will grow by an average 36% over the next five years, according to InStat. Consumers categorized as "heavy TV users" increasingly opted to downgrade their MVPD services last year, according to Parks Associates. Young media consumers - Millennials - consume much more television related to online, and less traditional TV than other viewing groups.

By the end of the summer, large telcos were starting to provide businesses with added-value high availability cloud services as an alternative to ITs, according to analyst firm Ovum. Cloud computing presents a real opportunity for operators to "rise up the value chain" in Latin America, noted a report from Pyramid Research.

In September, Patrick Thibodeau wished a "Happy Fifth Birthday to Cloud Computing" in his Computer World report.

Computer Sciences Corp. (CSC) received a 10-year contract worth more than \$900 million from a global commercial products manufacturer.

Verizon said it expects the total market for cloud computing services will grow to \$150 billion by 2020 from about \$10 billion now. Alcatel-Lucent said it believes "cloud is the convergence of IT with the network," enabling a proliferation of new services and supporting unprecedented economic growth.

China Telecom announced its eSurfing cloud computing strategy, and said it plans to launch eSurfing cloud devices and storage products in 2012.

Rob Livingstone provided a very valuable plain-language guide to "Navigating through the Cloud" in his new book with that title.

Octoshape, an emerging industry leader in cloud-based streaming technologies, integrated with Ecrin Video & Broadcast's distribution systems. Octoshape also partnered with ON24 to offer a groundbreaking solution for internal video applications deployed within the enterprise.

Abacast announced that Neuhoff Media Decatur became profitable in streaming after only a month using the Abacast Digital Sales Program.

Sorenson Media debuted Squeeze Server 1.5, an upgrade to its enterprise transcoding solution, at the 2011 IBC Show.

Intel announced that it was investing over \$24 million in software companies that address areas of interest to the giant chip maker, including cloud computing.

The NY Times published a long profile piece on QTRAX, the ad-supported P2P music downloads company that now offers 2.5 million tracks to listeners.

Vestel, one of the world's leading DTV manufacturers, previewed the world's first BitTorrent Certified TV at the IFA Show in Berlin.

TELUS and Microsoft brought an American premiere to Canadian homes, enabling the Xbox 360 to directly access TELUS' Optik TV service.

Liberty Global unveiled a video-delivery platform to reinvent TV by combining Internet interactivity with cable TV and personalization. Cinegy began collaborating with Deluxe on MediaCloud, which will build cloud-based broadcast platforms founded on managed services models. Prisa TV began using Level 3 Communications' content delivery network (CDN) services for live online streaming of 20 channels to PC, iPhone, and iPad users in Spain.

Nielsen's new service, which brings TV-style measurement to online advertising, received a stamp of approval from the Media Rating Council.

The DCIA partnered with the World Research Group in planning an Executive Summit on Cloud Computing for Insurance and Financial Services. The trade association also covered Google Chairman Eric Schmidt's high-profile MacTaggart Lecture at the Edinburgh International Television Festival.

The DCIA analyzed and reported on pros-and-cons of the just enacted new law "America Invents Act of 2011;" and opposed PIPA (S.968) as a misguided, over-reaching, unwarranted, potentially harmful, and ineffective measure.

Former US CIO Vivek Kundra said a "cloud-first" policy for government can break the strangle-hold of an "IT cartel" of entrenched vendors. EFF noted that a series of recent decisions from the Federal Circuit have now left lawyers scratching their heads over what's patentable and what's not. A file-sharing lawyer admitted that IP addresses don't by themselves identify someone accused of sharing copyrighted material.

More people are turning to the Internet to watch television shows rather than tuning to the original broadcast, per Ericsson ConsumerLab. Altman Vilandrie & Co. reported that just 1/3 of US adults 18-34 now watch TV shows during their normal broadcast time on a regular basis. Per Yahoo-Interpret, online video is growing, specifically full-length movies and TV shows, with up to 57% of US Internet users watching daily, up 33% from 2009. Alternative devices for viewing TV programs have also been growing - and nowhere has this gain been more evident than with videogame devices.

Reports published in September indicated that cloud computing in Norway has more than doubled in a year. More than 35% of public sector bodies and private sector companies now use SaaS. The adoption of cloud computing has been swift for large and small companies and satisfaction is very high, noted the Cloud Industry Forum.

With public cloud computing services growing quickly, the hybrid cloud may not be far behind, according to Johan De Gelas at AnandTech.com. If one cloud computing trend is becoming clear, it's that most organizations will deploy a form of hybrid cloud over the next several years.

In October, the National Institute of Standards and Technology's (NIST) published The NIST Definition of Cloud Computing. Cloud-based computing services got a lift as investors reacted positively to earnings reports from Akamai, Citrix Systems, and LogMeIn.

DCINFO paid tribute to Steve Jobs, a true visionary, with links to reflective coverage of his untimely passing by a host of industry observers. Jobs originally spoke about what became cloud computing in 1997.

Oracle agreed to buy customer-service software maker RightNow Technologies for \$1.43 billion, continuing its recent push into cloud computing. "Enterprise-wide adoption of cloud computing will blossom with increasing bandwidth," said NovaTech Services CEO Terry Hines at Cloud Expo.

Alcatel-Lucent offered two data-center switching solutions that support cloud computing, designed for deployment at large enterprises. Dropbox began responding to the needs of corporate information technology (IT) departments by introducing a service for businesses, Dropbox for Teams.

NeoNova Network Service recorded major growth in demand for quality broadband cloud services, adding 15 new ISPs to its customer base in 2011.

YouTube began offering the cloud-based video editing platform WeVideo (formerly Creaza), as well as making a few other tweaks to improve the service.

BitTorrent started an alpha test for uTorrent Plus, a premium version of its successful client that will be available for a \$25 annual fee.

Windstream Hosted Solutions launched a next-gen cloud services platform incorporating technology from VMWare, NetApp, EMC, Cisco, and others.

Virtustream launched Advisor 2.0, a resource analysis engine to collect performance data and recommend ideal cloud computing environments.

Microsoft's announcement with top MVPDs for Xbox television program distribution marked the start of the rise of the virtual cable operator.

Cloud-gaming firm Happy Cloud announced plans to work with Advanced Micro Devices (AMD) to bring games-on-demand to connected TVs. Although OTT video usage continues to surge across age groups, younger consumers lead in online video streaming and mobile video viewing.

The DCIA participated for the first time in the very successful OMMA Global Conference in New York, and offered DCINFO readers a sneak peak at the upcoming second annual CONTENT IN THE CLOUD Conference at the 2012 CES.

Initial reactions were mixed to the Stop Online Piracy Act (SOPA), the HR version of the Senate's PROTECT-IP (or PIPA) Act, but with the technology sector generally opposed as the implications and potential unintended consequences of this ill-conceived measure began to be understood. Public Knowledge urged stronger opposition of the potentially very harmful measure.

Media agency MagnaGlobal said OTT video services could grow to just under 10% of all US homes in the next five years.

In October, Americans viewed 7.5 billion video ads with Hulu alone generating 1.3 billion ad impressions according to comScore Video Matrix. Nevertheless, standards continued to plague online video, as has been the case since its infancy and remain an ongoing challenge, according to a report from ad network Brightroll. Video sites like Netflix and YouTube may be luring some North American entertainment seekers away from prime-time TV, according to Sandvine. Connected TVs are definitely taking over the market of connected devices according to IMS Research.

81% of US companies said their organizations have already moved some activities to the cloud and expect 2012 investment to skyrocket. Cloud computing is starting to change the way companies work, according to a report released by accounting firm KPMG International. SMBs showed increasing demand for mobile and cloud-based applications, given that more than half of their employees work outside the office.

In the 10/31 MIT Technology Review, Antonio Regalado delved into the origin of this now ample ingredient in tech jargon: "Cloud computing."

In November, McKinsey reported that the Internet – a \$8 trillion global economy - accounted for 21% of GDP growth in the world's largest markets over 5 years.

Warren Buffett's Berkshire Hathaway validated cloud computing with a \$10.7 billion stake in IBM, making it the 2nd largest shareholder. Despite a lackluster start for iCloud, financial reports suggested Apple could be ramping up its cloud strategy with a \$7 billion war chest. A new "Cloud Computing Services" report indicated that the global cloud computing services market will reach \$127 billion by 2017.

Apple & Google began picking up where Netflix left off to advance a universal interface for television, integrating streaming & static video. Google Music opened to everyone in the US, and early reports confirmed that it's a great way to listen to music wherever on whatever computing device is at hand.

A QuickPlay Media survey revealed that watching TV or movies on mobile devices is accelerating - both for "live" and on-demand programs.

Alcatel-Lucent developed a cloud computing platform for carriers to take full advantage of their networks to deliver guaranteed performance.

Ignite Technologies completed the process that verifies its Enterprise Content Delivery platform is compatible with Citrix XenDesktop.

BitTorrent Remote for Android launched, giving users the ability to manage, start/stop, and control torrent downloads on-the-go via their smart-phones.

Huawei Technologies said it was open to acquiring and partnering with companies that offer expertise in producing software for cloud computing.

AT&T PaaS launched, enabling any business pro to build, develop, and deploy cloud-based business apps without the need for complex coding expertise.

SolidFire, a cloud-computing storage company that moved to Boulder, CO in May, raised \$25 million in a second funding round.

oneDrum launched its intuitive P2P desktop application to let users securely co-author, file-share, and interact in real time on MS Office.

BizCloud compiled a list of tips to help organizations address security concerns related to migrating their IT infrastructures to the cloud. Google, Verizon, Intel, McAfee, and Microsoft joined a Cloud Security Alliance program providing info about their cloud-security practices.

The DCIA announced a partnership with Phoenix Marketing International (PMI) to sponsor the upcoming 2012 CONTENT IN THE CLOUD Conference at CES. PMI announced that it will unveil its recent survey of 1,000+ teens and adults on media consumption changes during the conference.

The trade association also analyzed and reported on the current status of the US FCC's "Open Internet" order.

The DCIA commended Fight for the Future, which with very little lead time mounted American Censorship Day in opposition to SOPA and PIPA. David Post described how PIPA threatens the Internet and our freedom. The EFF's Corynne McSherry outlined why SOPA would hurt start-ups, not copyright infringers.

Mike Masnick chronicled a history of hyperbolic over-reaction to copyright issues in Techdirt. Tim Singlin reported on the Internet reacting against these bills, which would allow websites to be shut down without due process. Senator Ron Wyden (D-OR) indicated that he may lead a filibuster of PIPA, a misguided and over-reaching measure.

"If it ain't broke, don't fix it," said Secretary of State Clinton about the Internet.

BitTorrent use and Netflix accounted for 40% of Internet traffic in North America on most days, according to a new report from Sandvine. Frank N. Magid Associates revealed that more than 50% of online consumers watch TV shows and movies online at least occasionally.

Enteracloud analyzed 35,000+ online forum & social media posts by CIOs & CTOs, concluding that cloud computing is gaining worldwide traction. As of November, over 300 ODCA companies, representing \$100+ billion in annual IT spending, were adopting cloud computing faster than previously thought.

CEA President and CEO Gary Shapiro's said Americans were slowly moving away from the belief that owning something is better than sharing.

In December, Lionsgate Entertainment exemplified the multitude of ways the movie industry is starting to exploit attractive cloud computing solutions. Disney-ABC TV Group expanded original video programming to include companion content for ABC Family and Disney Channel, as well as ABC primetime shows.

IBM's \$440 million purchase of an analytics software provider demonstrated yet another example of a large technology company acquiring a smaller one that specializes in cloud computing.

Verizon reportedly planned to launch a standalone service allowing customers to stream movies and television shows over the web in a challenge to Netflix.

Chinese equipment vendor Huawei showed that it can take copper DSL and push it to Gigabit speeds over short distances.

NEC Corporation announced that Telefonica had launched "APLIMATECA" cloud services in Argentina using NEC's cloud platform. Telefonica noted that once customers have experienced the virtual desktop environment for applications, they are more inclined to trust cloud delivery.

Octoshape enabled its cutting-edge Infinite HD technology to be available to online viewers without the necessity of a client download.

Nationwide used Kontiki's Enterprise Video Platform to make over 3 million desktop deliveries in a year, 1,200% more than initially planned.

eMusic said cloud-based music streaming is now on a par with buying CDs and downloads, but only a small percentage of consumers will pay for the service.

BitTorrent partnered with Pretty Lights to release a special media bundle of music to a worldwide audience and added the option to pre-order its premium uTorrent Plus at a price for this new all-in-one solution of \$24.95 per year.

University of MN Abedelaziz Mohaisen proposed distributing personal cloud computing tasks to people users trust as defined by their social network.

Apple continued developing iTV to synchronize with other Apple devices, including iPads and iPhones, building in the ability to download movies.

PMI conducted fresh research to present at the upcoming 2012 CONTENT IN THE CLOUD Conference at CES. The DCIA announced that Rackspace's Startup Liaison Officer, Robert Scoble, will moderate the closing panel.

The Organization for Economic Cooperation and Development (OECD) called on member countries to protect the free flow of information online. Senator Ron Wyden (D-OR) and Congressman Darrell Issa (R-CA) unveiled the Online Protection and Enforcement of Digital Trade (OPEN) Act. The DCIA backed the OPEN Act as a replacement for both PIPA and SOPA, and covered the SOPA "markup" proceedings by the House Judiciary. Thanks largely to Demand Progress' grass-roots efforts, the House Judiciary adjourned for 2011 without voting on the misguided and ill-conceived SOPA.

MP2P Technologies won a decisive court victory in Spain validating the legitimacy of its technology for digital content distribution. The creator of Japan's most popular file-sharing application Winny was finally cleared of copyright infringement by the supreme court there. In the US, a CA appeals court upheld a ruling in favor of (closed) user-generated video site Veoh in a copyright infringement lawsuit by Universal Music Group.

According to Cisco's Global Cloud Index, IP traffic over data center networks will reach 4.8 zettabytes a year by 2015. Global consumer Internet traffic is expected to reach 60 exabytes/month by 2015, with a compound annual growth rate for 2010-2015 of 34%.

Symform predicted that the cloud will create a "storage revolution" and a new year of storing, accessing, securing, and managing data in 2012. 50%+ of SMBs now use the cloud for some part of their computing environment, and 61% have adopted virtualization for on-premise computing.

Having surpassed 50% penetration among the general population in 2011, online video viewing is now becoming a mass-market pursuit. Nearly 3/4s of US consumers planning to buy a TV want advanced features like built-in Internet connectivity – sharply preferred over 3D.

Amit Singh, Vice President of Google Enterprise, said that the cloud computing sector will move heavily into mobile and social in 2012. Visiongain predicted that mobile cloud service revenues will reach \$45 billion in 2016 by rapidly expanding at a CAGR of 55.18% from 2011. CSC's latest Cloud Usage Index found that cloud adoption is being hastened by the desire to access information through mobile devices. 50% of respondents to a recent Unisys online poll said cloud computing is their top information technology (IT) investment priority for 2012.

As uplifting as it has been to recall our industry's continually building momentum during 2011, we are even more excited by the new opportunities to work with you in 2012 to achieve the commercial potential of cloud computing, P2P, peer-assisted hybrids, and even more advanced implementations of distributed computing. Share wisely, and take care.