

Inaugural
CONTENT IN THE CLOUD
Conference within CES

January 7, 2011 | 12:45 PM - 5:15 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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Karen Kaplowitz**

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CONTENT IN THE CLOUD

**The Distributed
Computing Industry
Association (DCIA)**
cordially welcomes you to
our first-ever **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 eight
keynotes and three 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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**The DCIA is very grateful to our
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***VERIZON DIGITAL MEDIA
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Verizon Digital Media Services (VDMS) is a cross-functional group within Verizon Global Wholesale, dedicated to applying Verizon's competency, capability, and capital to digital media opportunities for the benefit of consumers in the media and entertainment industry.

CONTENT IN THE CLOUD

DCIA Conference Agenda

Date: Friday, January 7, 2011

Location: Las Vegas Convention Center N258

12:45PM - 1:00PM

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.

Geng Lin, Chief Technology Officer, **IBM-Cisco Systems Alliance**

1:00PM – 1:15PM

KEYNOTE: Cloud Vision Vs. Technical Reality

Is the cloud up to the challenge of consumer content demand that is stretching the bounds of today's infrastructure? Hear a different perspective, focusing on massively scalable network capacity, advanced technology capability, and significant capital investment – the building blocks of the digital media future.

David Rips, President, **Verizon Digital Media Services**

1:15PM - 2:00PM

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

Discover how cloud storage affects users' ability to access entertainment content and to own copies of music, games, movies and other media.

Panelists:

Todd Weaver, CEO, **ivi TV**

Mike Lewis, Founder, **Kapost**

Christopher Allen, General Manager, **Napster**

Scott Brown, GM US, VP of Strategic Tech. Partnerships, **Octoshape**

Guillermo Chialvo, Gerente de Tecnologia, **Radio Mitre**

Jim Cady, President & CEO, **Slacker**

Louisa Shipnuck, Dir., Mktg. & Strat., **Verizon Digital Media Services**

Anne-Carole Nourisson, VP Licensing, **Vivendi Mobile Entertainment**

Moderator:

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

2:00PM - 2:15PM

KEYNOTE: Benefits of Cloud-Delivered Content for Consumers – Ubiquity, Cost, Portability Improvements

Cloud-based solutions offer consumers a number of clear advantages over older methods of online content distribution. Hear them all in this important address.

Rob Shambro, Chairman and CEO, **GenosTV**

2:15PM – 2:30PM

KEYNOTE: Drawbacks of Cloud-Delivered Content for Consumers: Privacy, Reliability, Security Issues

What have various industries experienced with inadvertent leaks or intentional hacking of confidential data? When users go offline, how can they mitigate inaccessibility to their applications or losing data accidentally? And what happens if a cloud provider goes out of business?

Jim Burger, Member, **Dow Lohnes**

2:30PM – 2:45PM

NETWORKING BREAK

2:45PM - 3:30PM

PANEL DISCUSSION: The Impact of Cloud Computing on the Entertainment and Telecommunications Industries

Content rights-holders and broadband network operators are concerned that cloud storage could affect the way they manage their intellectual property and utilize network resources. Gain valuable insights on this critical issue for both industries.

Panelists:

Stephen Condon, Director of Market Development, **AT&T**

Sean Barger, CEO, **Equilibrium**

Alex Limberis, VP, Business Development, **Next Issue Media**

Mike West, CTO, **GenosTV**

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

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

Mark Vrieling, CEO, **ScreenPlay**

Kurt Smith, VP, Sales, **Verizon Digital Media Services**

Moderator:

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

3:30PM - 3:45PM

KEYNOTE: Benefits of Cloud-Delivered Content to the Entertainment and Telecommunications Industries: Efficiency, Control, Flexibility Improvements

Cloud-based solutions provide a number of clear advantages for content rights-holders and broadband network operators over older methods of online content distribution. Explore these benefits in this strategic overview.

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

3:45PM - 4:00PM

KEYNOTE: Drawbacks of Cloud-Delivered Content for the Entertainment and Telecommunications Industries – Infrastructure, Disruption, Accountability Issues

What problems do rights-holders face in adapting their internal content management processes to cloud-based media storage? What does the on-demand, always-accessible nature of cloud based entertainment delivery mean for conventional distribution systems? What new kinds of liabilities does the cloud present to participants in the distribution chain?

Claude Tolbert, VP, Business Development, **BitTorrent**

4:00PM - 4:45PM

PANEL DISCUSSION: The Impact on Consumer Electronics Manufacturers of Cloud Computing Deployment

Our expert panel examines the implications of remotely accessing applications and data that must be integrated into networked end-user devices. A look at servers and other edge storage hardware products rounds out the discussion.

Panelists:

Mick Bass, VP, Deluxe Advertising Services, **Deluxe**

Les Ottolenghi, CEO and Founder, **Fuzebox**

Alexander Marquez, Director, **Intel Capital**

Guy de Beer, CEO, **Playcast**

Michael Papish, Product Development Director, **Rovi Corporation**

AJ McGowan, CTO, **Unicorn Media**

Stuart Elby, CTO, **Verizon Digital Media Services**

Moderator:

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

4:45PM – 5:00PM

KEYNOTE: Benefits of Cloud-Delivered Content to Consumer Electronics Manufacturers – Advanced Capabilities, New Features, Cost Advantages

Cloud-based solutions open up many possibilities for CE manufacturers. Learn more about how cloud computing is being adopted now.

John Griffin, Director of Connected Electronics, **Dolby Laboratories**

5:00M – 5:15PM

KEYNOTE: The Years Ahead for Cloud Computing

End the day with a comprehensive overview of the benefits and drawbacks of cloud-delivered content for CE manufacturers: expanded opportunities for new products and features at various price points, challenges for interoperability and data security, and advantages of cloud-based solutions for popular entertainment.

Mark Teitell, Gen. Mgr., **Digital Entertainment Content Ecosystem**

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Program Speakers

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