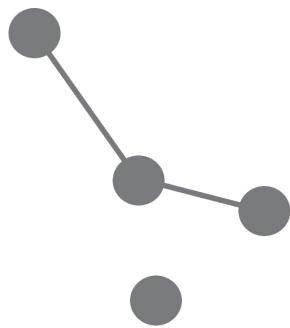


**CONTENT IN THE
CLOUD**
DCIA Conference at NAB



DC|IA

Distributed Computing Industry Association

Inaugural
CONTENT IN THE CLOUD
Conference at NAB

April 11, 2011 | 12:30 PM - 5:45 PM | Las Vegas, NV

**THANK YOU FOR
ATTENDING**

DCIA CONTACT INFO

410-476-7965
info@dcia.info

EVENT LOCATION
Las Vegas Convention
Center



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**The Distributed
Computing Industry
Association (DCIA)**
cordially welcomes you to
our first-ever **CONTENT
IN THE CLOUD** Conference
at NAB.

Explore this rapidly
emerging technology that
promises to expand the
possibilities for those
looking to realize the full
potential of digital post-
production and distribution.
If IPTV or online delivery is
in your current or future
operating plans, you won't
want to miss these eight
keynotes and four panel
discussions focused on
cloud-delivered content and
its impact on consumers,
television manufacturers,
telecom industries, and the
media.

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**CONFERENCE
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KULabyte
Transforming Live Video Delivery

builder of

hyperstream
LIVE

The DCIA is very grateful to our CONTENT IN THE CLOUD Conference Sponsor Kulabyte.

Kulabyte's newest offering Hyperstream, is the world's first live cloud-based video transcoding service, capable of transforming a single live video origin stream into all of the many formats and data rates required to distribute video via the internet to every screen regardless of device, player, screen format or last mile bandwidth.

Benefits of Hyperstream include:

- **Significantly reduced capital and operating expenditures**
 - **Greatly reduced bandwidth, power, space, and HVAC requirements**
 - **Flexible deployment options that eliminate over-purchasing resources**
- **Multiple profiles and renditions in the most popular formats including Flash Dynamic Streaming and Adaptive Bit Rate HLS for iOS devices**
- **A highly intuitive web-based management console for controlling both source and cloud encoders**

Kulabyte develops and sells cutting-edge live HD web and mobile video encoding and streaming solutions.

Utilizing proprietary and patent pending encoding techniques, Kulabyte's XStreamLive and Hyperstream products provide significantly higher quality live HD H.264 Flash and HTTP (HLS) streaming video than any other encoder on the market - hardware or software.

As a result, video can now be streamed in professional quality HD at consumer-level broadband speeds.

Kulabyte's video encoding and streaming solutions are available as standalone software, turn-key portable and rack-mount systems, and as a cloud-based service.

These solutions are being used every day in a variety of vertical markets including live church streaming, distance education and training, IPTV and OTT systems, corporate event streaming, sports and entertainment events as well as military and department of defense applications.

Visit Kulabyte in booth SL10211.

CONTENT IN THE CLOUD

DCIA Conference Agenda

Date: Monday, April 11, 2011

Location: Las Vegas Convention Center N232

12:30PM - 12:45PM

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.

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

12:45PM – 1:00PM

KEYNOTE: Cloud Vision Vs. Technical Reality

Is the cloud up to the challenge of consumer demand that is stretching the bounds of today's infrastructures for content delivery? Hear a different perspective, focusing on massively scalable network capacity, content security concerns, and advanced technology capabilities – the building blocks of the digital media future.

Jostein Svendsen, CEO, **Creaza**

1:00PM - 1:45PM

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

Discover how cloud-based distribution can affect users' ability to access broadcast station and cable programming service signal streams and to own virtual copies of television programs, music, games, and movies.

Panelists:

Jonathan Hurd, Director, **Altman Vilandrie & Company**

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

Steve Masur, Managing Director, **MasurLaw**

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

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

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

Jonathan Sasse, SVP of Sales & Marketing, **Slacker**

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

Moderator:

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

1:45PM - 2:00PM

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

Cloud-computing solutions offer consumers a number of clear advantages over older methods of online content distribution. Hear them all in this important address. As important as these benefits are the challenges this form of distribution poses to content rights-holders and technology providers to ensure the quality and the security of television channels and individual programs.

Mike West, CTO, **GenosTV**

2:00PM – 2:15PM

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

What have various industries experienced with inadvertent leaks, security breaches, 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? What is the content owner's position?

Jim Burger, Member, **Dow Lohnes**

2:15PM – 3:00PM

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

Television manufacturers and broadband network operators are concerned that Internet connectivity and cloud computing could affect the way they develop and market their products and utilize network resources. Gain valuable insights on this critical issue for both industries.

Panelists:

Dan Holden, Chief Scientist, **Comcast Media Center**

Sean Barger, CEO, **Equilibrium**

Dan Schnapp, Chair, New Media, Ent. & Tech., **Hughes Hubbard**

Mark Vrieling, CEO, **ScreenPlay**

Kathleen Sullivan, CMO, **Verizon Digital Media Services**

Sean Jennings, VP, Systems Architecture, **Virtustream**

Moderator:

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

3:00PM - 3:15PM

NETWORKING BREAK

3:15PM - 3:30PM

KEYNOTE: Benefits of Cloud-Delivered Content to the Consumer Electronics and Telecommunications Industries: Advanced Capabilities, New Features, Cost Advantages

Cloud-based solutions provide a number of clear advantages and new opportunities for makers of networked end-user devices and Internet service providers (ISPs) over older methods of online content distribution. Explore these benefits in this strategic overview.

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

3:30PM - 3:45PM

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

What problems do CE manufacturers face in adapting their production, distribution, and post-sale service activities to cloud-based entertainment distribution? What does the on-demand, always-accessible nature of cloud based entertainment delivery mean to broadband networks? What new kinds of liabilities does the cloud present to these entities?

James Capps, VP, Sys. Engineering & Integrated Technology, **Comcast**

3:45PM - 4:30PM

PANEL DISCUSSION: The Impact on Broadcasters of Cloud Computing Deployment

Our expert panel examines the implications of cloud computing on all aspects of content delivery starting with post-production concerns such as transcoding and metadata and then tracing each step of multicast streaming and VoD downloading through viewer authentication, distribution chain accountability, and performance analytics.

Panelists:

Alexander Marquez, Director, **Intel Capital**

Devon Copley, Managing Director, **Kaltura**

Peter Forman, CEO, **Kulabyte**

Alex Castro, VP & GM, Video Platform Solutions, **Limelight Networks**

Guy de Beer, CEO, **Playcast**

David Dudas, VP of Video Solutions, **Sorenson Media**

AJ McGowan, CTO, **Unicorn Media**

Moderator:

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

4:30PM – 4:45PM

KEYNOTE: Benefits of Cloud-Delivered Content to Broadcasters: Efficiency, Control, Flexibility Improvements

Cloud-based solutions open up many possibilities for broadcasters. Learn more about how cloud computing is being adopted now and what additional advantages it can offer going forward.

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

4:45PM – 5:00PM

KEYNOTE: Drawbacks of Cloud-Delivered Content to Broadcasters: Interoperability, Data Security, QoS

An overview of drawbacks and concerns related to cloud-delivered content for broadcasters: challenges for interoperability and data security, as well as ensuring consistent quality of service (QoS) in unreliable network environments, and over long distances.

Scott Brown, GM US, VP Strategic Relations, **Octoshape**

5:00PM - 5:45PM

PANEL DISCUSSION: The Years Ahead for Cloud Computing Deployment in the Television and Motion Picture Industries

End the day with a future-looking panel discussion of the expanded opportunities cloud computing offers to reach new audiences and to present and monetize television programming and filmed entertainment in new ways – plus a preview of the even more advanced cloud-based solutions that are now on the drawing boards.

Panelists:

Chuck Stormon, CEO, **Attend**

Christopher Levy, CEO, **BuyDRM**

Les Ottolenghi, CEO & Founder, **Fuzebox**

Randy Simpson, Director, **Institute for Defense Analyses**

Ramki Sankaranarayanan, CEO, **Prime Focus Technologies**

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

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

Moderator:

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

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Program Speakers

Sean Barger, CEO, **Equilibrium**

Guy de Beer, CEO, **Playcast**

Scott Brown, GM US, VP Strategic Relations, **Octoshape**

Jim Burger, Member, **Dow Lohnes**

James Capps, VP, Sys. Engineering & Integrated Technology, **Comcast**

Alex Castro, VP & GM, Video Platform Solutions, **Limelight Networks**

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Sari Lafferty, Business Affairs, **DCIA**

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Mark Vrieling, CEO, **ScreenPlay**

Mike West, CTO, **GenosTV**

CONTENT IN THE CLOUD

Keynote Speakers



Anne-Carole Nourisson is VP of Licensing for Vivendi Mobile Entertainment (VME). VME is a wholly owned subsidiary of the Vivendi group, created 3 years ago, and now operating a direct-to-consumer (D2C) digital cloud entertainment service, by subscription, in France and Germany, under the brand name zaoza. VME offers its zaoza subscribers a selection of music, games, films, and TV series.

Anne-Carole's professional background is international marketing and sales, both in consumer goods and entertainment companies, in the off-, on-line, and mobile worlds.

She started her marketing career at Unilever, then joined Seagram for Tropicana European HQ division, then UK & Ireland marketing manager before moving into the entertainment industry as Marketing Director of 20th Century Fox Home Entertainment France. She joined the Internet division of Vivendi Universal in 2000.



Jostein Svendsen is the CEO of Creaza Videocloud. Based in Oslo, Norway, and Silicon Valley, Creaza is 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, Creaza 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.

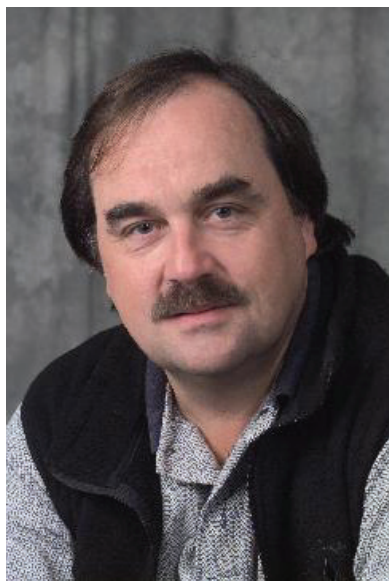
Jostein is a highly regarded serial entrepreneur in Europe and North America, having founded and grown several successful companies in digital media, digital financial services and digital commerce.

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.

Jostein then founded two of Norway's leading multimedia and Internet companies, both of which went on to become successful publicly traded issuers in Sweden. One of them grew to become one of the largest internet development agencies, with 2000 employees worldwide.

CONTENT IN THE CLOUD

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.



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.

CONTENT IN THE CLOUD

Keynote Speakers



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.



James Capps is Vice President of Systems Engineering and Integrated Technology for the Comcast Media Center (CMC). In this position, he oversees a department of over 50 employees and contractors responsible for the innovation and development of products and services for the CMC, its parent company, and its customers, which include cable MSOs, television programming networks, and other members of the content development and distribution community. His department's most recent activities include developing a Headend Management System (HMS) that allows the CMC's HITS Quantum affiliates to offer advanced services using much of their existing National Authorization Service (NAS) equipment.

Capps served as Senior Director of Engineering and Product Development for the CMC from 2003 to 2008. During this time his team developed a breakthrough digital asset management system for supporting cross-platform content distribution, collaborated with industry partners on video rich navigation software that marries user interface commands with live video streams, and developed OCAP-compliant enhancements for centralized set top authorization systems.

CONTENT IN THE CLOUD

Keynote Speakers



John Griffin is Director of Connected Electronics at Dolby Laboratories.

As leader of Dolby's connected electronics business, John oversees the management and marketing of Dolby's consumer electronics (CE) product portfolio.

He works with a wide range of Dolby customers and partners on home theatre, online, Blu-ray, and connected entertainment products and services. Previously, John served as Dolby's Director of Games marketing.

John earned a bachelor's degree in philosophy from the University of Illinois at Urbana-Champaign.



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.

CONTENT IN THE CLOUD

Panelists and Moderators



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.



Guy de Beer is CEO of Playcast, a provider of streaming based next-generation games-on-demand services for telecom and cable operators. With more than 15 years in the digital media communications industry, Guy has led the successful development and commercialization of tens of digital media communications products and services.

Prior to founding Playcast, Guy managed Harmonic's Broadcast and VoD edge product lines. Before joining Harmonic, he held several product marketing and business development management positions with the MRV group. Guy holds a BA in Media from the University of Bar-Ilan in Israel, and an MA in Philosophy of Digital Culture from the University of Tel Aviv.



Alex Castro is Vice-President and General Manager, Video Platform Solutions for Limelight Networks. He is charged with leading a team to develop and build cloud-based video content management services. Prior to joining Limelight, Alex served as CEO of Delve Networks, a digital media application company that developed a next-generation video platform. Alex also brings executive experience from Microsoft, Amazon.com, and Trilogly. Alex holds undergraduate and graduate degrees in computer science from Cornell University. He also completed coursework at Cornell's Johnson School of Management and Northwestern's Kellogg Graduate School of Management. As an undergraduate, he was named an AT&T Bell Laboratories Scholar. As a graduate student, Alex was the recipient of a full-tuition scholarship from Microsoft Corporation.



Guillermo Chialvo is Gerente de Tecnologia at Radio Mitre, a leading media company in Argentina. The main digital brand of the company is cienradios.com, featuring a platform designed and supervised by Guillermo, which emphasizes the importance of understanding the new music generation and distribution process. Cienradios.com revolutionized the digital market and has been recognized with several awards, including the Rain Internet Radio Award and The New York Festival Award as one of the "Best Online Radio" products. Guillermo is well known for his expertise in cloud computing and technology for online media – knowledge developed and increased during his tenure leading the cienradios.com project. Guillermo's academic accomplishments include attending National University of Cordoba and the Technology Institute of Buenos Aires.

CONTENT IN THE CLOUD

Panelists and Moderators



Devon Copley is the Managing Director of Media and Entertainment at Kaltura, the open source video company. Kaltura enables online video for tens of thousands of organizations – from Warner Bros. to Wikipedia, from Best Buy to Yale University. Its video platform may be deployed as a cloud-based service, a virtual machine, or an on-premises installation. Devon oversees client engagements in the media & entertainment vertical, including major TV networks, movie studios, sports leagues, and technology providers. Previously, he was the CTO of Harvard-backed startup Noank Media, where he designed and developed a platform for licensing and delivery of digital content. He was also a co-founder of Interocity, an Internet media company acquired by Chyron in 2001. Devon was an Alfred P. Sloan fellow at the Stanford Graduate School of Business and is the inventor on four US patents pending.



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.



David Dudas is the Vice President of Product Management at Sorenson Media, where he is responsible for defining and executing the online and desktop product strategies. He has more than 15 years experience developing consumer and enterprise product lines, including expertise in hosted digital media platforms and software-as-a-service (SaaS). Prior to Sorenson Media, David was Co-Founder and CTO at Eyespot, which launched the world's first web-browser-based video editing application, filed for five patents, and was granted numerous industry awards for innovation and usability. Previously, he was Director of Engineering at MP3.com, where his team developed the company's flagship product. He has also held management positions at Universal Music Group (UMG) and DivX, and holds a Bachelor of Computer Science degree from Michigan State University.



Dr. Stuart Elby is the Chief Technology Officer of Verizon Digital Media Services (VDMS), where he is responsible for the overall solutions architecture, design, and development of VDMS' platform-as-a-service (PaaS) products and the cloud computing infrastructure upon which they are delivered. As VP within the Technology organization, Stuart is responsible for developing Verizon's target network architecture and driving the industry to converge towards this target. He also manages the design and specification of Verizon's metro and long haul optical transport networks, the migration of voice platforms to VoIP and IMS, and the development of Verizon's service delivery platform supporting Verizon Wireless' open network initiatives. Stuart also oversees the Verizon Interoperability Forum and manages R&D relationships with several leading Universities and government agencies.

CONTENT IN THE CLOUD

Panelists and Moderators



Peter Forman is CEO of Kulabyte. In this role, Peter is responsible for business planning and strategy, business development and corporate development. His primary focus today is launching Kulabyte's revolutionary Hyperstream technology, services and products. Peter has 20 years experience founding, building and managing successful, cutting-edge enterprises focused on digital media technology. He was CEO of DemoGrafx, Inc., which he sold to Dolby Labs, and was the co-founder and CEO of Ligos Corporation, a pioneer in broadcast quality software-based codecs. He founded New Video Corporation, one of the first codec companies in the US, with funding from both Intel Corporation and Apple Computer. Prior to starting his entrepreneurial life, Peter was a Senior Manager with Deloitte Management Consulting in their Telecommunications practice. He has an MBA from UCLA and a BFA from CalArts.



Dan Holden Dan Holden is a Comcast Fellow and Chief Scientist for Comcast Cable. Dan is responsible for leading the Advanced Engineering Department and providing technical and strategic leadership for Comcast Cable's engineering and emerging technology initiatives. A 16-year veteran of television, Dan joined Comcast in 2002 as an IP Video Engineer. Since then, he has led the engineering efforts for the company's content distribution platforms, including advanced advertising, video on demand, broadband television, and user generated content. Dan's current focus includes defining its strategic direction with concentration on advanced advertising, video compression, metadata, and content delivery. Prior to joining Comcast, Dan served as the architect for AT&T Broadband's telephony provisioning systems.



Jonathan Hurd is a Director at AV&Co, having joined the firm. in 2006. With more than 20 years of consulting and industry experience, Jonathan's background within the communications, media, and related technology sectors is extensive. His primary areas of expertise include business and marketing strategy, new business creation and launch, integrated consumer and business services, and customer and sales channel segmentation and targeting. Jonathan's work with operators includes communications services strategy and business planning, market sizing, product roadmap development, customer segmentation, and marketing budget optimization across systems, products, customers, and channels.



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.

CONTENT IN THE CLOUD

Panelists and Moderators



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.



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.

CONTENT IN THE CLOUD

Panelists and Moderators



Christopher Levy is CEO of BuyDRM. Christopher is regarded as one of the world's experts in DRM technologies and the use of DRM to market, monetize, and monitor digital media content. He regularly speaks and writes about the technology and was recently nominated to be a Digital Media MVP [Microsoft Valued Professional] with a specific focus on DRM. BuyDRM's flagship product KeyOS is used by a wide variety of content owners and licensees. BuyDRM is a Microsoft Preferred DRM Provider and is privately held. Levy began his career in 1994 when he launched a webcast services company in Austin, TX providing on-site production and encoding technology to Mark Cuban's AudioNet. After selling the company, ClickHear Productions, to CMGI in 1999, Levy co-invented and led to market streamOS, the industry's first streaming media overlay system delivering streaming media across multiple CDNs.



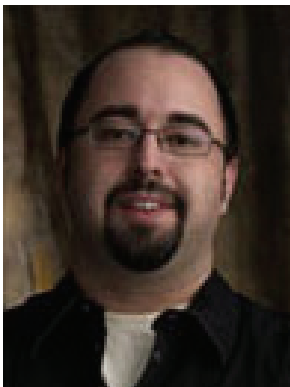
Alexander Marquez is a Director at Intel Capital, which he joined in 2000. Prior to Intel Capital, Alexander served as Technical Advisor to the SVP of Intel's Interactive Media Services division where he advised on strategy and media investments. Alexander also served as Controller for Intel's Content Services division where he oversaw financial aspects of the division, including numerous digital media investments in Europe, Japan, Asia, and Latin America. Alexander has managed successful investments around the globe including exits at Atom Entertainment (acquired by Viacom), Ancestry.com, and SixApart (acquired by VideoEgg). Alexander is a board observer for BlackArrow, Envivio, Kabam, K2 Network, and Synacor. Additionally, he serves an advisor to Gamestop, Sixsense Entertainment, and Razer Gaming. Alexander holds a BS in Electrical Engineering from the University of Nevada, Las Vegas. He received his MBA from Purdue University.



Steve Masur is the Managing Director of MasurLaw, a venture, technology and entertainment law firm with a global practice.

Steve is as passionate about new businesses as he is about artists. He has helped clients create and define a wide array of game-changing new business models and licensing schemes in music, film, video games, mobile content, licensing, advertising, media delivery, software and hardware.

Steve helps clients organize, write contracts, work out complicated legal and business problems and pursue strategic opportunities. Name just about any new idea and Steve can tell you what happened in similar earlier businesses.



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.

CONTENT IN THE CLOUD

Panelists and Moderators



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.



Les Ottolenghi is Founder and CEO of Fuzebox. Les has more than 20 years of experience as a senior executive in Fortune 500 companies and as a founder of entrepreneurial technology ventures. Les is widely recognized as an Internet commerce and technology visionary appearing on CNN, MSNBC, and interviewed on national radio programs speaking on the topics of Cloud Computing, Distributed Computing, and Internet Business Strategies. Most recently, Les founded Fuzebox, a cloud-based portal framework that composites distributed computing applications in to a unified, single user interface. Fuzebox clients include AAA, Travel Syndication Technologies, Kaplan University Online, Safe Communications, Comcast and PBS. In Q1 2011 Fuzebox will launch the Safe Communications SaaS based Cyberbullying protection platform: Mousemail. Mousemail will be the first child advocacy and protection software platform and will be deployed in a cloud environment.



Ramki Sankaranarayanan is one of the founding members of Prime Focus Technologies, which was set-up in September 2007. As its President & CEO, he leads the technologies arm, leveraging the digital media services business globally. Ramki brings to Prime Focus over 15 years of rich experience performing technical, strategy, customer service, marketing, sales & general management roles in the IT industry. Ramki has specific experience in deployment of technology within the Media & Entertainment sector. Prior to Prime Focus, Ramki was the CEO of Subex Technologies, an IT Services player in the Telecom Industry. In the 2 years he spent at Subex, he grew the revenues from USD 12 mil to 26 mil and staff size from 120 to 340. He led the team that built unique IPs for IPTV Service Launch & Operations Support, Automation of the digital content life-cycle management and Digital Signage Content Delivery.



Jonathan Sasse is Senior Vice President of Sales & Marketing at Slacker. Jonathan has helped define the digital music industry as an executive in the space for nearly a decade. He was with Rio when it launched the first portable digital music players, CEO of iRiver America which delivered the first subscription-capable digital music and video players and SVP of marketing at Slacker, creating the first portable personal radio experience.

At Slacker, Jonathan manages product and brand definition as well as advertising, including the Slacker personal radio experience on the web, on mobile handsets, in the home and wherever Slacker Radio is available.

CONTENT IN THE CLOUD Panelists and Moderators



Dan Schnapp is a Partner and Chair of New Media, Entertainment and Technology Practice at Hughes Hubbard. Dan provides strategic counsel and transactional support for multi-national corporations, mid-cap and start-up companies in connection with a wide range of legal and policy issues arising out of the convergence of technology, advertising, entertainment and media and electronic commerce, intellectual property, privacy, information security, compliance and risk management. Examples include digital video and music content licensing and distribution and related audio-visual broadcasting initiatives on all new media platforms; mobile device and online App development, licensing and distribution; social media and networking services and applications; cloud-based content distribution models and enterprise cloud computing initiatives.



Dr. Randy Simpson is a member of the professional staff of the Institute for Defense Analyses, managing and executing studies and analyses as directed by Department of Defense (DoD), The Department of Homeland security (DHS), Joint Program Offices, NSA and other sponsors. He also provides evaluations, reviews and editorial information on electronics and information technology trends and products that may have application potential within the defense structure to a broad class of interested parties in the Defense Department. The emphasis in the last ten years has been information security. He was the project lead on a congressionally-directed study of the National Information Assurance Program – NIAP, a NIST/NSA partnership for information security lab certification programs under ISO 15408 – 1999 (Common Criteria).



Kurt Smith is group Vice President of Sales for Verizon Digital Media Services (VDMS), overseeing the division's client acquisition, globally. Kurt's organization consists of worldwide sales professionals including industry partners and architects, all with vertical expertise. His organization delivers an integrated end-to-end solution to content creators, digital retailers, and advertisers. In his previous position as Senior Manager of Business Development within Deloitte Consulting's Media and Entertainment practice, Kurt was responsible for delivering strategic sales and support for Deloitte's largest media customers throughout North America. Kurt began his career in 1986 with EMC, and held leadership positions at SAP, Scient, and BearingPoint. A native of New Jersey, he holds a Bachelor of Arts and Masters in Business Administration from Babson College.



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.

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Panelists and Moderators



Kathleen Sullivan is the Chief Marketing Officer (CMO) for Verizon Digital Media Services (VDMS). She is responsible for leading the VDMS group's marketing strategy, product development, and portfolio management as well as successful execution in the market. She and her team are keenly focused on anticipating customer desires and responding to the digital media industry's rapidly evolving product and service requirements to drive value for VDMS customers, partners, and Verizon. Prior to her current position, Kathleen was the Division Vice President for Emerging Market Development for Verizon Global Wholesale. She led an organization responsible for identifying and building compelling programs and products for new customer segments such as those focused on rich media content delivery and capturing market trends for existing global wholesale clients.

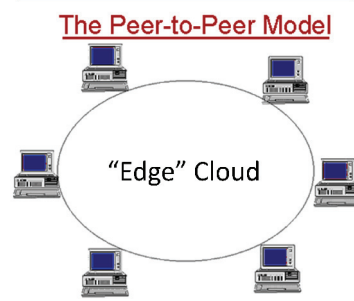
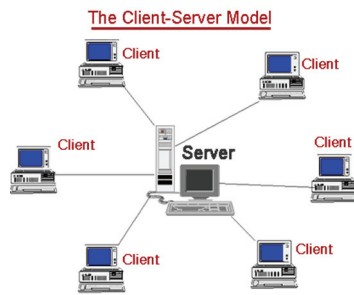


Mark Vrieling is the CEO of ScreenPlay, as well as the owner of RainCity Video, a chain of video stores located in Seattle, WA. Mark has been active in the entertainment business for over 25 years. He is serving his eighth year on the National Board of Directors for the Entertainment Media Association (EMA), including two years as its Chairman. ScreenPlay has been providing promotional video services to the video industry since 1990. In 1999, Mark purchased the video division of Muzak, adding its 60,000 music videos to ScreenPlay's 70,000 movie assets creating the world's largest library of pop culture video content. In 2002, Aberdeen Research named ScreenPlay's video content management system one of the "Top 10" streaming infrastructures in the US. ScreenPlay has grown to be one of the premier video management companies for the entertainment industry.

On Contents & Clouds

Guest Editorial by Bill Kallman, CEO, Scayl

Many types of content and clouds create the *Content in the Cloud*. Two key cloud types are client-server “centralized” clouds in server farms, and peer-to-peer (P2P) decentralized “edge” clouds formed with users’ PCs illustrated below. Both enable disruptive services. Cloud services are run for profit by private businesses and by non-profits and public entities, too.



Content is created not just by major publishers but by global users, too, with their own cameras and talents. Academic and public libraries are going online. Phone calls (VoIP), chat, instant messages, e-mail and file sharing are in the cloud content mix.

Centralized cloud services upload and download content to and from the users’ clients – PCs, smart phones, TVs, etc. Many like Facebook and Gmail store, “own”, and data mine users’ behavior and profiles to drive ads creating privacy concerns. Server farms are costly in bandwidth, equipment, facilities and power. Google builds its farms by power plants in The Dalles, Oregon by the Bonneville Dam. This cloud type broadcasts content to consumers and powers very popular services like radio, TV, Facebook, Flickr, Hotmail, Hulu, Google, Gmail, Kindle, Netflix, Pandora, Twitter & YouTube. Established broadcast and media players tend to focus primarily on the broadcast-like pull from a centralized cloud

service model to order a Netflix film or create a Pandora channel in part because it provides the illusion of control to stream. But streams are recorded and shared, too, and the edge cloud is on the horizon.

Edge clouds can deliver much of the same service mix but have a far lower operating cost because they bypass the centralized server farm by making users both client and server. The edge cloud is the biggest cloud – bigger than Google or government clouds. Its disruptively lower cost and high performance comes from it being operated by users. Examples include ICQ IM, P2P file sharing – Napster, Kazaa Morpheus, Kazaa, LimeWire, and Bit Torrent; Skype VOIP/IM; Twistpair secure communications; and Scayl secure unlimited e-mail. The edge is more reliable with higher capacity and scalability without any central point of failure or server farm bottleneck. File sharing once carried half of all Internet traffic sharing users’ private digital content libraries! Edge services are far more cost effective and “green” without expensive power hungry server farms. Even start-ups can be cloud infrastructure players. Edge services are more private and secure, too, as users own their content and it’s generally not stored and mined.

With so many content sources and cloud types, the forecast is cloudy indeed with disruption on the horizon as users share and record it, new services deliver it over IP to platforms including TV bypassing legacy infrastructure, and public libraries go digital with all of it.



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*

How Concerned Should We Be About P2P File Sharing?

Tom Mulally, Numagic Consulting, Los Angeles

Despite the recording industry's past success in beating-back early peer-to-peer (P2P) music file sharing site Napster, P2P file sharing continues to proliferate. But now the content being shared is feature films and television programs. Technology has matured to enable consumers to share large video files quickly and with minimal effort. Enablers include:

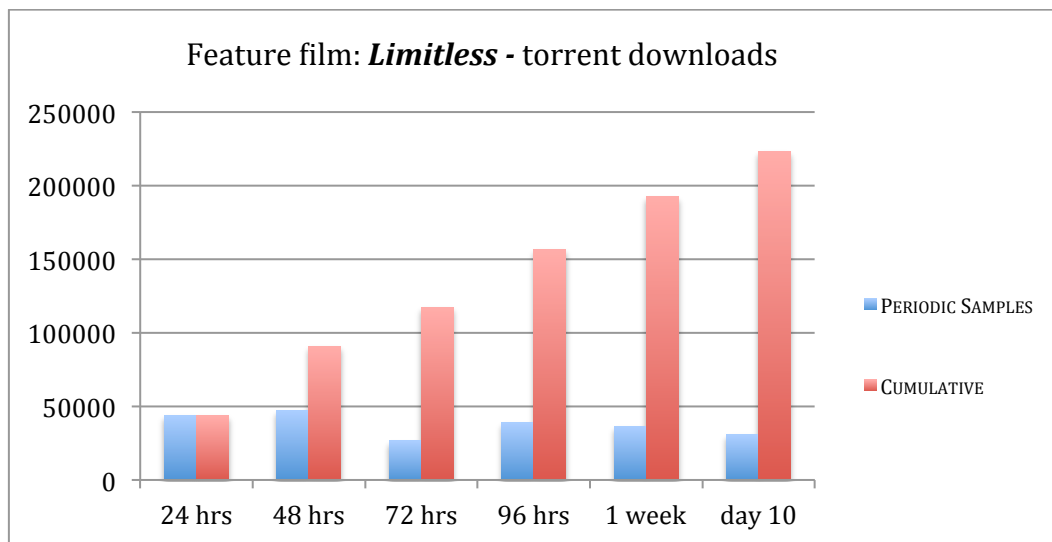
- Increasing Internet bandwidth to the home
- Home PCs functioning as media servers
- Lower priced, higher capacity storage
- Free, easy to use torrent applications
- Technically proficient "seeders" of pirated content
- Improved video codecs

However there are additional factors that are perhaps more disconcerting. Younger consumers are increasingly ambivalent about respecting copyrights. Experts point to a growing disregard for intangible property by younger consumers. A "bits are free" mentality may now be the norm. Are younger consumers becoming acculturated to expecting paid content to be free?

According to a CBS News poll, nearly 70 percent of 18 to 29 year olds thought file sharing was acceptable in some circumstances and 58 percent of all Americans who followed the file sharing issue considered it acceptable in at least some circumstances.^[1]

To study current P2P activity, torrents of the recently released feature film *Limitless* were documented. The first of over a dozen files of the film was posted within 48 hours of its opening day on Friday March 18, 2011. Though it is a "camera copy," the image and sound quality of the 1.3GB file is acceptable for viewing on a desktop-sized display.

The graph below shows the amount of *Limitless* copies leeches (downloaded) between March 20 -30. The cumulative total of file shares by March 30 was: 223,375.



1. "Young Say File Sharing OK." *CBS News*, Bootie Cosgrove-Mather, 2003-09-18