International CES

CONNECTING TO THE CLOUD

DC|IA
Distributed Computing Industry Association

CONNECTING TO THE CLOUD

DCIA Conference within CES
January 8, 2014

1:00 PM MILLENNIALS, ONLINE TV, AND GAMING: NOW AND TOMORROW.
 – Panel Discussion with Dan Cryan, IHS / Screen Digest

1:45 PM TOMORROW IS NOW: WHAT WE ARE CONNECTING TO THE CLOUD.
 – Robert Stevenson, Gaikai / Sony Games

2:00 PM WHERE ARE THERE PROBLEMS CONNECTING TO THE CLOUD?
 – Sam Rosen, ABI Research

2:15 PM CONCERNS WITH CLOUD-DELIVERED CONSUMER CONTENT.
 – Reza Rassool, Kwaai Oak

2:30 PM CLOUD COMPUTING IMPACT ON TELECOM INDUSTRIES.
 – Panel Discussion with Sari Lafferty, DCIA

3:00 PM TELECOM BENEFITS OF CLOUD-DELIVERED CONTENT.
 – Doug Pasko, Verizon Communications

3:15 PM TELECOM CHALLENGES WITH CLOUD-DELIVERED CONTENT.
 – Allan McLennan, PADEM Group

3:30 PM CLOUD COMPUTING IMPACT ON ENTERTAINMENT INDUSTRIES.
 – Panel Discussion with Ross Freedman, DCIA

4:15 PM ENTERTAINMENT INDUSTRY BENEFITS OF CLOUD COMPUTING.
 – Les Ottolenghi, LV Sands

4:30 PM ENTERTAINMENT INDUSTRY DRAWBACKS OF CLOUD COMPUTING.
 – Saul Berman, IBM

4:45 PM CONSUMER ELECTRONICS INDUSTRY CLOUD OPPORTUNITIES.
 – Mikey Cohen, Netflix

5:00 PM CONSUMER BENEFITS OF CLOUD-DELIVERED MEDIA CONTENT.
 – Joshua Danovitz, TiVo

5:15 PM CLOUD COMPUTING IMPACT ON CONSUMER ELECTRONICS INDUSTRY.
 – Panel Discussion with Marty Lafferty, DCIA

6:00 PM CONFERENCE CLOSING.

Keynote & Solo Presentations

ROBERT STEVENSON is the Chief Business Officer & SVP of Strategy at Gaikai. Previously, 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. Earlier, Robert was the VP of Business Development & Worldwide Publishing for Atari, where he oversaw business relationships and global publishing activities, including work on Ghostbusters and Dragonball Z.

SAM ROSEN is Practice Director of ABI Research's TV & Video Team, and an expert on the transitions to digital video delivery within pay TV services (cable, satellite, IPTV, and terrestrial). He provides strategic and quantitative intelligence to leading companies within the video delivery ecosystem, covering set-top boxes (STBs), DVRs, video gateways, STB semiconductors, operating systems, middleware, EPGs, user interfaces, CAS/DRM, and interactivity stacks.

REZA RASSOOL is CTO at Kwaai Oak, where he has pioneered work on CTO-as-a-Service (CaaS), and projects with Gathr Films and Skymicro. Reza's strong suits are technical consulting services in digital media applications leveraging a track record of award-winning products and services. He is an expert at business modeling, including mission definition, value proposition, requirements analysis, and business plan development; and all aspects of technical due diligence.

DOUG PASKO is Principal Member of Technical Staff at Verizon Communications. He works in the Verizon Network & Technology Organization, which developed FiOS, the industry-leading all fiber to the premises telecom, Internet, and entertainment service. Doug focuses on R&D in new technology innovation, industry leadership, and advanced service platforms including network embedded security platforms, edge technologies, and application level services.

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

LES OTTOLENGHI is Global CIO of Las Vegas Sands Corporation. He has more than 20 years of experience delivering high growth Internet-based solutions for technology dependent organizations. Les has had repeated success in developing Internet Innovation Centers to help Fortune 500 companies provide best-in-class service and customer experience. A leading innovator in the IT space, he has created and licensed several applications for managing/analyzing customer data.

SAUL BERMAN, Ph.D. is the Global & Americas Leader for the IBM Strategy & Change Consulting group within IBM Global Business Services (GBS). In this role, he works closely with major corporations around the globe on strategic issues. He leads a worldwide team of IBM consultants focused on delivering value through business, technology, and operations engagements as well as organizational change initiatives. Previously, he was Lead Strategy Partner for the M&E Practice.

MIKEY COHEN is Architect and Principal Engineer for the Netflix API, which is the front door for the Netflix streaming application. The Netflix API supports more than two billion incoming requests per day from over 1,000 device types and supports 40 million customers around the globe. Mikey led the engineering effort to migrate the Netflix API and its dependent services from a traditional data center model to a distributed service-oriented architecture in the Amazon cloud.

JOSHUA DANOVITZ is Vice President of Innovation at TiVo, responsible for accelerating product ideas from evaluation to market. Previously, Josh was General Manager of TiVo International, which he founded, where he led TiVo's non-US activities. Josh developed the global technology partner ecosystem that has delivered active TiVo subscribers in the UK, Spain, Australia, New Zealand, Canada, Mexico, Taiwan, and soon Sweden.

Panelists & Moderators

JASON BAPTISTE is the CMO and Co-Founder of Onswipe, a platform for tablet publishing and advertising. In 2011, Jason was named to Forbes "30 Under 30," Businessweek's "Top 25 Under 25 Entrepreneurs," and INC Magazine's "30 Under 30."

GUIDO CIBURSKI is CEO of TC Unterhaltungselektronik AG (TCUAG), where he has served as a Member of the Management Board since 1998. He was educated at Universitat Karlsruhe in Computer Science, Economics, and Industrial Engineering.

DAN CRYAN is Senior Director of Global Digital Media at IHS / Screen Digest, where he oversees the company's output on the business and economics of broadband, the digital distribution of ebooks, movies, music, TV, and user-generated content (UGC).

GEORGE DOLBIER is CTO Social & Interactive Media at IBM. His background includes cloud-based entertainment distribution, digital video and games delivery, transcoding, animation and DFX. He is also experienced with IBM's cloud offering SoftLayer.

MICHAEL ELLIOTT is an Enterprise Cloud Evangelist at Dell with over 20 years of enterprise technology experience. In this capacity, he consults with companies throughout North America on their cloud architecture, and speaks at industry events.

LARRY FREEDMAN is a Partner in the Washington, DC office of Edwards Wildman Palmer, a 625 attorney international law firm. Larry is a Member of the Technology, Media, and Telecommunications Group and leads the firm's Cloud Computing Group.

ROSS FREEDMAN is an Associate at the DCIA focusing on telecom and social media. He is a recent graduate from the University of Miami in Coral Gables, FL, where he earned degrees in Media Management and Psychology, as well as a minor in Marketing.

DAVID FRERICHS is President of Media Tuners, leading a team that adds voice and touch-controlled Internet services to cars and TV. QueSiQue is the ad insertion and content management platform; tuner2.com the consumer portal for Internet radio.

JAY GLEASON is Cloud Solutions Manager at Sprint. Jay is an 18 year veteran of delivering data center technology solutions for the support of business critical processes. Jay has been delivering value-adding cloud-based solutions since 2006.

ANDY GOTTLIEB is Vice President of Product Management at Aryaka Networks where he leads WAN/LAN switching and routing. Prior to Aryaka, he founded Talari Networks, a pioneer in WAN Virtualization technology, and served as its first CEO.

DAVID HASSOUN is the Founder of RealEyes Media, a digital media firm that focuses on interactive motion and advanced Flash and Flex platform applications. David has a passion for motion media, the power of video, and the challenges of interactivity.

RUSS HERTZBERG is Vice President of Technology Solutions for SoftServe, with general management responsibility for technology solution initiatives in SaaS, Dev Ops, Mobility, Big Data, Security, and Content Management.

MIKE KING is Director of Marketing for Cloud, Content & Media at DataDirect Networks (DDN). He leads DDN's go-to-market strategy in the rapidly growing cloud market and its convergence with traditional media. His prior experience includes as Abacast CEO.

GRANT KIRKWOOD is the Founder of Unitas Global, which he founded to serve the need for managed end-to-end information technology (IT) outsourcing solutions that rely heavily on IT infrastructure, for customers that don't want to focus on IT.

GREG KOPOTIC is Senior Digital Marketer for Western Digital (WD), where he works with tools that include large-scale websites, analytics, display, and email. He previously worked at CBS Interactive and Publicis Modern.

KURT KYLE is Industry Principal, Media Industry & Solutions Group at SAP Americas. Kurt has more than 25 years experience in the media sector and works across entertainment, publishing, and advertising in numerous disciplines and functions.

MARTY LAFFERTY is CEO of the Distributed Computing Industry Association (DCIA). Previously he served as CEO, Zoom Culture; Marketing VP, Microsoft TV; CEO of NBC's Olympics JV with Cablevision; and VP, TDBS, at Turner Broadcasting.

SARI LAFFERTY leads Business Affairs at the DCIA. She previously served in management roles at software developer E-Star Communications; and holds an MBA in Marketing from Georgia State, and a BA from Cornell University.

THIERRY LEHARTEL is VP, Product Management at Rovi, where he manages the overall solutions portfolio for the Service Provider/Pay-TV market segment. His previous experience includes as Sr. Dir. Prod. Mgt. at OpenTV.

JAY MIGLIACCIO is Director of Cloud Platforms & Services at Aspera. He is responsible for Aspera's on-demand product line, providing high-speed transport across cloud infrastructure and object storage for big data applications.

ADAM OSTROW is Chief Strategy Officer at Mashable. He is responsible for defining and implementing strategy across the organization. Prior to being promoted to CSO, Adam was Executive Editor, and is a new media entrepreneur and commentator.

JONATHAN PERELMAN is the GM Video & VP Agency Strategy at BuzzFeed. He works closely on all aspects of the business, with a focus on educating agencies on the BuzzFeed platform and ad products. Previously, Jonathan spent six years at Google.

ADAM POWERS is VP of Media Technology & Solutions at V2Solutions, where he works with studios & broadcasters to automate/integrate their metadata & content workflows. Prior to joining V2, Adam was with a Rambus mobile software incubator.

MICHAEL SCHNEIDER is the CEO of Mobile Roadie, the largest mobile app platform in the world. Mobile Roadie powers over 2,500 live apps in iTunes & Google Play reaching tens of millions of users for brands like WEF, Rolling Stones, WSJ, etc.

VENKAT UPPULURI is the VP of Marketing at Gaian Solutions and serves on its Board. Venkat has over 21 years of product management/marketing experience in cloud-based streaming media solutions, media processors, networking, and data.

MIKE WEST is CTO and Co-Founder of GenosTV / Genos Corporation. 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.

MELODY YUHN is VP and CTO, Carrier Services division, at CSS Corp. Melody is a telecommunications and data communications professional with over 30 years of industry experience. Her background includes wireline and wireless core networks.

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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:

- ✓ <u>Access to prospective customers and partners</u>. 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.

- ✓ <u>Strategic alliance opportunities</u>. 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...

- ✓ <u>Member conference discounts at DCIA and partner conferences</u>. It costs less to do more when you join the DCIA.

- ✓ <u>Regular press coverage in DCINFO</u>, the weekly DCIA online newsletter. We start new Member companies with an announcement in DCINFO and cover their news on a regular basis. Over 8,700 industry leading participants waiting to read about your company.

- ✓ <u>Speaking opportunities at DCIA conferences</u>. We put on at least four conferences per year in conjunction with other major trade shows including CES and NAB and in partnership with other organizations including the Cloud Computing Association (CCA). Ready to showcase your company? We'll get you in front of your customers.

- ✓ <u>Prominent speaking opportunities at other events</u>. We regularly place DCIA Members on panels at other trade shows and conferences. In addition, we often provide full sessions CLOUD COMPUTING 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*

- ✓ <u>Enhanced public relations</u>. 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.

- ✓ <u>Access to personnel</u>. 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.

- ✓ <u>Networking</u>. 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*