



# The Slow Lurch to the Cloud

Wednesday, October 1, 2014

# Why I'm here

- Adoption of cloud-based SaaS is accelerating
- BUT... large M&E studios and networks often remain a surprising laggard in key areas
  
- **Where do they lag?**
- **Why?**
- **How do we overcome this?**

# About me / About us

Jason Shah, CTO (@jasonshah)

**Mediafly:** Unparalleled interaction with company content on any device.



**SalesKit:** prepare, conduct and follow through on meetings effectively.

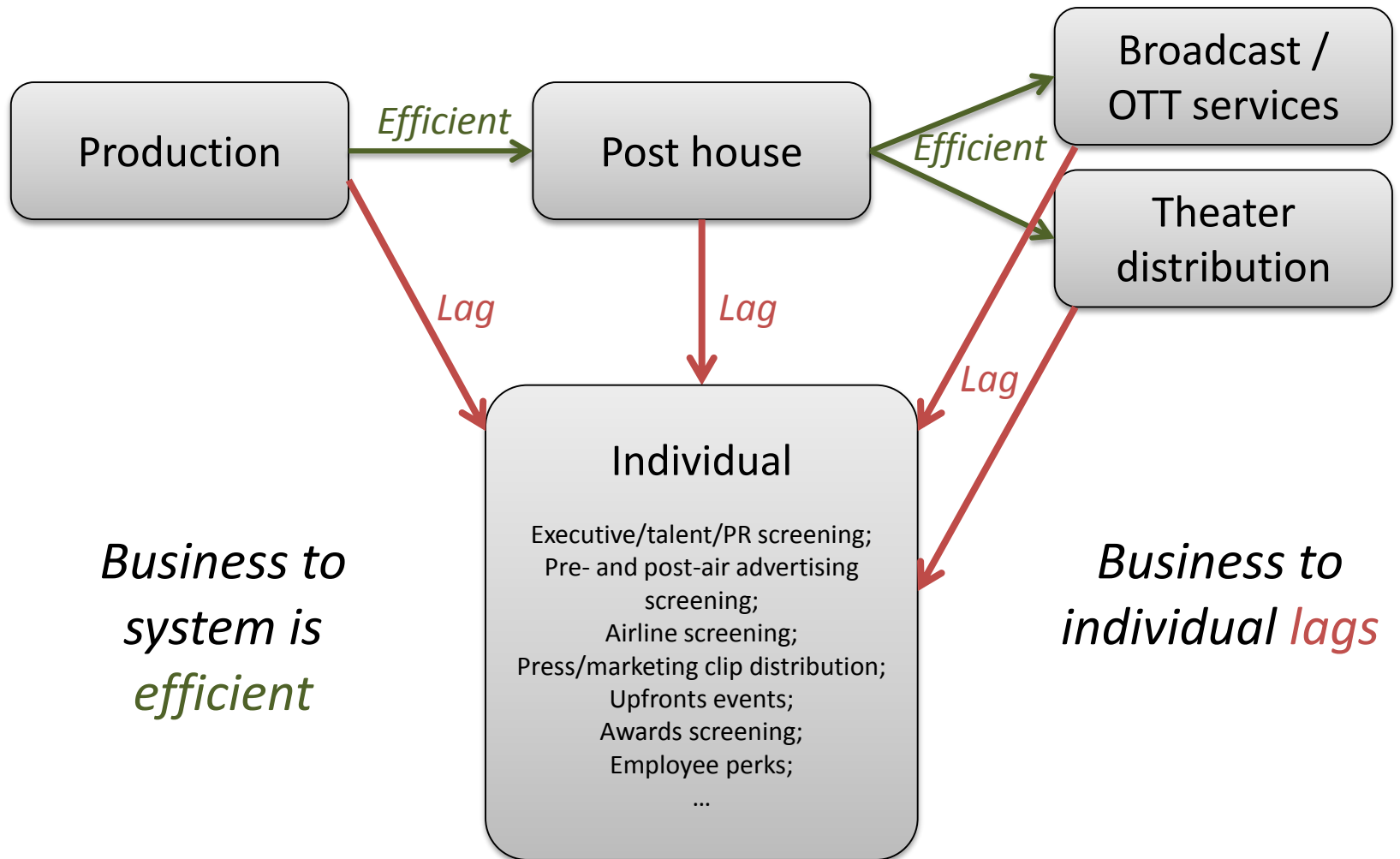


**ProReview:** industry-leading media screening for global studios/networks

- 3 of the top 4 TV studios
- 4 of the 6 major theatrical studios



# Where do they lag?



# Why?

## Security teams don't really trust Cloud/SaaS

### Security demands for SaaS product >> Internal demands

- Quarterly security, network, DRM audits >> One audit at launch, at most one/year
- Session-based forensic watermarking >> Single distribution watermark
- Many user permissioning options >> Permissioning built once, then in maintenance
- SLA with required tracking and penalties >> No SLA
- Commercial-equivalent DRM == Must use commercial DRM
- Significant logging requirements == Significant logging requirements

Few SaaS vendors can meet all of these demands

# Why?

## Sunk costs (sometimes) win

- Studio invested \$30MM in datacenter 2 years ago
- Technology owners want to layer as much into it as possible to justify existence, in the interest of “security”



# Why?

## It's easier to stay the course

e.g.

1. Executives receive 50-100 DVDs a week of pre-release content, and **have their admins rip DVDs** onto personal iPads
2. PR group builds an open website with **pre-release content on Vimeo**



# How can we overcome?

- Our SaaS solutions must **create value**
- “Dip your toe” business model
- Security is your Number 1 Priority
  - A single vendor leak may wipe out YEARS of progress across all vendors!
- Be ready to adapt to custom business processes
  - Corollary: Customers, be ready to give up custom process for industry best practices



# Thank you

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