

# CONNECTING TO THE CLOUD

DCIA Conference within CES  
LVCC North Hall N262  
January 8, 2014

## 3:30 PM - *The Impact on Entertainment Industries of Cloud Computing.*

What do cloud storage and distribution mean to content rights-holders in terms of managing their intellectual property (IP), realizing cost savings, reaching new audiences, analyzing usage, and implementing new business models?

– Panel Discussion with Ross Freedman, DCIA

### *Panelists & Moderator*



**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.



**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.



**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.



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



**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.



**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.

