

# **CONNECTING TO THE CLOUD**

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

## ***4:45 PM - Consumer Electronics Industry Benefits of Cloud-Based Services: New Revenue Streams.***

**How can offering access to applications and content in the cloud provide new monetization opportunities to CE manufacturers, sellers, and partners?**

**– Mikey Cohen,  
Architect & Principal Engineer, Netflix**

### ***Solo Presentation***



**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.

