

2010 Creative STORAGESM CONFERENCE

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TITLE: Digital Storage in Content Archiving and Asset Management: How Digital Asset Management Can Impact the Next Generation of Media Production

ABSTRACT

With the push to develop and leverage new revenue-generating sources and the increased number of buyers worldwide looking to find new content, content owners of all sizes, across multiple industries, are seeking cost-effective ways to store and archive their digital assets to improve overall production and workflow efficiency, reduce labor and operating costs, reuse and repurpose their valuable creative assets.

By freeing the content from its physical form, digitization has changed the rules, particularly when it comes to storing and archiving digital media assets. As the industry continues to evolve into a digital technology-driven business model, media companies are increasingly faced with the critical task of how best to manage, store, archive and monetize their digitized assets. Today's creative professionals spend an average of 1 out of every 10 hours of their time on file management, and the need for different/specialized DAM/storage solutions has become increasingly critical.

Instant and permanent access to digital content files, short-term immediate retrieval and longer term storage and archiving built on open standards are the main objectives clients are trying to reach via different digital content management systems.

This keynote will address:

- Increased demand for operational efficiency and growing need to find cost-effective ways to access, retain, and protect business data over its entire lifecycle.
- Guiding principles when considering the implementation of efficient digital content storage and archive systems: the need to stay ahead of the constant evolution of video technology that requires more and more storage/archiving capacity.
- Industry trends shaping further integration of the various steps in the supply chain. Evolution of technology to connect production through post, archival and delivery stages and how efficient digital content storage and archiving solutions can help impact the next generation of media production.

BIOGRAPHY

Robert Blatt serves as senior vice president, product development at Ascent Media Group where he is responsible for spearheading the company's digital services initiatives. Blatt brings more than 23 years of experience in product development and corporate strategy to his role spearheading Ascent Media's digital services initiatives. Blatt has a critical role in efforts to build the company's next-generation digital vault, repurposing and publishing solutions, and new business systems.

Prior to Ascent Media, Blatt was vice president and general manager at AOL Software, where he was responsible for all major functions — strategy, product management, product marketing, engineering, quality assurance and operations — for AOL's Personal Media business, which served more than 12 million unique visitors a month. Previously, Blatt has held executive positions at Accruent Software, Outcome Software, and Aspect Telecommunications.

Blatt holds a BS in Industrial Engineering and Computer Science from Cornell University