

# 2018 Creative STORAGE<sup>SM</sup> CONFERENCE

June 7th 2018 at the DoubleTree Hotel, Culver City, California

AN ENTERTAINMENT STORAGE ALLIANCE<sup>TM</sup> EVENT



**Jay Batista, GM, Tedral North America**

## **TITLE: Real World Savings through SMPTE IMF Adoption**

### **ABSTRACT**

Few industries pose as many storage challenges as Media and Entertainment. Video quality continues to evolve creating immersive life-like experiences and file sizes of mammoth proportions. The hard reality is that storage requirements get worse every year. With most content stored in offline or slow tape-based storage, it's nearly impossible to monetize old content. Meanwhile work-in-progress has to live on fast, disk-based, storage, creating complicated tiers of storage. Completely new "Cloud Storage 2.0" services are both cheaper than tape and faster than most existing disk-based storage. Old content can be served up on demand, providing new sources of revenue. And blistering speeds eliminate the need for tiered storage. This session will explore the impact of Cloud 2.0 storage on the media and entertainment space.

### **BIOGRAPHY**

With 38+ years' experience in the Media and Broadcast industry, Jay Batista brings technical expertise and management acumen to his leadership role as General Manager of Tedral, Spain's North American operations. Most recently the COO of StorerTV and the President/GM of AmberFin USA, Jay has held executive positions since 1990, managing strategic growth, sales and marketing, mergers and acquisitions, and product innovation. Starting his first radio job at 16, Jay has held engineering positions in radio, television and satellite communications operations. Jay holds a Masters Degree from Ohio University's School of Radio & Television, is active on SMPTE committees and on community boards and non-profit organizations.