10:15 AM Session A. Content Creation and Digital Storage
This session includes talks by industry experts on digital storage and the capture and editing of new entertainment content as well as the preservation of historical content. Topics include digital storage for digital acquisition and film scanning, nonlinear editing, compositing, and special effects.

Moderator: Philip Hodgetts
Michael Ehman, Cutting Edge – Networked Storage
Jason Danielson, Omneon
William Reed, Abrevity
Tom Inglefield, Sun

William Reed, CMO & Co-Founder, Abrevity

Data Classification for Media Content Management

As media content grows exponentially, the need for data classification and management becomes paramount. New media formats, such as MXF, and newer video devices now captures large amounts of metadata. Media file formats, such as .png, contain dozens of metadata attributes that can be valuable from a business perspective, or critical from a compliance, security and legal perspective. Advanced IT requirements now transcend traditional search, digital asset management and basic data classification solutions, and now require storage-centric solutions that include content-aware classification. As the number of media, graphic and related content files grows from millions to billions over the next few years, requirements for proper classification, storage and archiving of media files will increase by orders of magnitude. Meeting these requirements has spurred the emergence of a storage market segment called Information Classification and Management (ICM). Solutions in this space have “raised the bar” on basic data classification and digital assess management solutions and now offer such advanced features as file path metadata parsing, in-file content visibility, context category classification, file classification “tagging” and policy-based management and tracking. Some technologies now also eclipse the debilitating shortfalls of relational database and enterprise search architectures.
This presentation will explore real-world user case studies to examine several best practices employed by IT professionals within media and related companies. Included in this presentation are the following elements:

- What are the metadata attributes found in common media file types?
- How are these metadata attributes useful or critical to organizations?
- Actual case study uses for media file metadata.
- Dec 1st FRCP new legal discovery amendments and their impact on IT.
- SEC, SOX, HIPAA, FDA and other related compliance requirements.
- Security breach mandates (protection of sensitive information).
- Media production requirements including query-based searching and tagging.
- Linking and relating media files to other non-media files.
- Media industry best practice examples for data classification and management.
- How digital asset management and data classification solutions compliment each other.

William Reed has over twenty years experience as a sales and marketing executive in storage, file systems, media and compliance. Bill is currently VP Sales & Marketing for Abrevity, an innovation leader in information discovery, classification and management. Previously Bill served as President of BusinessLaunch, a consultancy firm with clients that included Sony, Network Appliance, Computer Associates, ADIC, GlassHouse, Snap Appliance, Ask Jeeves, Overland Storage, FalconStor, CommVault and several start-ups. Bill created and hosted the 2004 Compliance Seminar Series and trains organizations on regulatory compliance. Bill previously served as VP Sales & Marketing for Acirro, a Global Distributed File System company acquired by Intel; as VP Sales & Marketing and co-founder of 2netFX--a media streaming company which launch the first HDTV over IP solution that was acquired by Helius Corporation. A former SEAL-trained Navy Diver and the author of three books, Bill is a dynamic presenter and a media and compliance technology expert.