

# 2009 Creative STORAGE<sup>SM</sup> CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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**TITLE: Long Term Digital Preservation: Trends in Technology, Strategies and Costs**

## **ABSTRACT**

In the digital age there is an explosion of content from a wide array of sources, much of which is now born digital, and an even greater explosion of digital distribution channels. At the same time much of our historical work (motion pictures and television) is being transformed to digital, either to meet the need of the many new ways we have monetize content, or simply to rescue content from degrading media.

As the volume of digital information continues to grow, we are faced with a paradox. We can read and interpret the Dead Sea scrolls written almost 2000 years ago, but we cannot do the same with data generated 20 years ago on a 5.25 inch floppy disk. Ironically, as the world becomes digital, we may be entering a digital "Dark Ages" in which business, public, and personal assets are in ever greater danger of being lost. But, on the other hand, there is an increased need for long-lived digital information.

This presentation will review trends in storage technologies, strategies, and costs, and how this relates to digital preservation of media assets. We'll discuss some of the challenges of digital preservation, the life cycle of media content and approaches to meeting future needs.

## **BIOGRAPHY**

At IBM Mr. Korte is responsible for leading efforts across the company's extensive portfolio of hardware, software and services, and with third party partnerships, to drive broader solutions in the Americas for IBM's Media Networks and Entertainment practice - the largest technology and services organization serving the M&E industry - and has global delivery responsibility for IBM's MetaData Management Solution offering. Mr. Korte has over two decades of business and technology experience in television, news, digital media, film, post production, and data storage / media asset management.

Recognized as a leader and subject matter expert in news, broadcasting, media management and the entertainment industry's general transition from traditional analog and digital video, to IP circuits, IPTV and "X-casting", Mr. Korte is a frequent guest speaker at industry organizations and is an active member of the Society of Motion Picture and Television Engineers, the National Academy of Media Arts & Sciences, the Academy of Television Arts & Sciences, the Hollywood Post Alliance, and the Society of Television Engineers.

Prior to joining IBM, Mr. Korte was President of an industry consulting and interim management firm focused on digital media & entertainment, broadcasting/news, telecommunications and media asset management/data storage. Previously, he held the role of Vice President, Sales & Systems Engineering with Leitch Technology (now Harris Corp), driving the company's position in tape-less newsrooms and transmission systems. He also established and led the company's Systems Engineering team, which focused on design, strategy & change consulting, risk management, integration and project management of software & hardware systems.

Earlier in his career, Mr. Korte held successful engineering positions with Sony Broadcast, working with post-production and studio clients, and as a technical liaison with Japan for the introduction of digital video recording. He also held senior engineering, marketing, product management and sales roles with Ampex Corporation where he led the company's work with top production, post production and special effects facilities, broadcasters, cable, satellite and motion picture studios for the audio/video, film mastering and mass data storage lines of business.