

# 2016 Creative STORAGE<sup>SM</sup> CONFERENCE

June 23rd 2016 at the DoubleTree Hotel, Culver City, California



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



**Henry Zhang, Senior Product Manager, Amazon Web Services**

**TITLE: A Cloud content repository. From acquisition, metadata, processing and archival**

## **ABSTRACT**

The trend towards higher resolution content is driving an exponential growth in content storage. With this growth comes the need for scalable and cost effective infrastructure and today's media companies are constantly looking at the promise that cloud storage provides for a cost efficiency, scalability, security and durability. While useful, a scalable and cheap storage alone cannot completely solve the needs of a complex media storage workflow and several key considerations for large content acquisition, exit and metadata management have to be taken into perspective, let alone the different storage choices available. This session discusses various cloud storage strategies from hybrid to all-in the cloud for different media applications from the cold archival content to a posix compliant high performant storage for content processing applications. We cover the best architectural practices in each case to get the most out of cloud storage from a cost, performance and security perspective. This session also covers the various methods and architectural best practices for very large content library migrations highlighting an ingenious methodology from big data applications as well as native Cloud patterns, metadata and asset management to build complex media archives and storage management of a modern studio's content in the cloud.

## **BIOGRAPHY**

Henry is a product manager of Amazon Glacier based in Seattle. He leads the product development of Glacier and has over 10 years of experience building large scale cloud services. Henry is a graduate of Stanford University.