

# 2017 Creative STORAGE<sup>SM</sup> CONFERENCE

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



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**TITLE:**

**Object Storage Revolutionizes Content Distribution**

**ABSTRACT**

Video is undergoing a revolution. The concept of “content anywhere, anytime, on any device” is now a reality, and new non-linear content distribution models such as network digital/personal video recorder, and Video on Demand feed the beast. TVs, laptops, tablets, smartphones and other video-capable devices have global users now numbering in the billions. With delivery and monetization models changing dramatically, content owners need to accommodate this multitude of devices and form factors, as well as non-linear viewing behaviors. Competition from non-traditional over-the-top content providers is now wide open. Broadcasters, TV stations and other content creators must adapt, or they will become increasingly less relevant. Adopting new strategies and technologies is crucial to success in this competitive market. A robust content distribution infrastructure is critical to mastering the on-demand revolution; and having the right object storage behind it can enable organizations to build scalable distribution infrastructures that meet the performance requirements for high-definition media streaming at a fraction of the cost of storage at Content Delivery Network providers.

The solution comes down to building a simple, flexible, easy to administer, easy-to-grow Origin Server Storage cloud that can store rich media and serve it to one or multiple CDN's across geographies. This architecture enables growth of the overall business by optimizing reach as well as control of content—your product. An object-based storage solution is a perfect fit for Origin Server Storage; it uniquely meets the critical requirements of VOD and Live To VOD workflows.

**BIOGRAPHY**

Paul Speciale leads Product Management for Scality, where he is responsible for defining RING functionality, solutions and roadmaps. Paul has over 20 years of industry experience that spans both Fortune 500 companies such as IBM and Oracle, as well as several exciting cloud computing and early-stage storage companies, including Amplidata, Agami Systems, Appcara,