

2018 Creative STORAGESM CONFERENCE

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

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



Andy Liebman, Founder/CEO, EditShare

TITLE: Collaboration in the Cloud: The Future of Media Production and Post Production

ABSTRACT

The future of the media and entertainment industry belongs to the cloud. The industry has is already accommodating this inevitability and in the near future production and post production teams will experience unprecedented levels of collaboration, ultimately streamlining workflows and easing pain points.

EditShare Founder and CEO Andy Liebman will walk attendees through what they can expect as content creators move media production workflows to the cloud, including benefits and disadvantages and how to address these specific challenges. Liebman will also discuss which solutions are available to creative facilities today and how they can be implemented into existing ingest, edit, and collaboration workflows, and what technologies are emerging on the horizon.

As content creation workflows move to the cloud, facilities will need to consider the expanded security threats that could emerge as a result. Liebman will explore the damaging reality of what compromised content does to businesses and reputations through recent high profile instances of hacking. Using these instances as an example, Liebman will offer audiences practical (and available) solutions necessary to securing valuable assets.

BIOGRAPHY

Andy Liebman is an acclaimed editor and director with many credits, including documentaries for the Discovery Channel, PBS and many more. His ground-breaking documentary work covers history, science, nature and the human condition, and saw him regularly work with some of the industry's brightest talents.

In 2003 he founded EditShare in response to a particular problem faced while working on a project for the Discovery Channel. The innovative shared-storage solution he developed allowed multiple editors to collaborate on the same project, providing an affordable and more efficient alternative to the prohibitively expensive solutions available at the time.

Andy remains at the heart of EditShare, focusing on ensuring the company continues to provide exciting and innovative products to the industry, and expanding its offering in the US market.