

2018 Creative STORAGESM CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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TITLE: New Approach to Digital Content Storage and Interchange with Decentralized Ledgers, ML, and Just-in-Time Render

ABSTRACT

The media industry has experienced dramatic growth in OTT services and transformation of the direct-to-consumer business with a backdrop of massive innovation in cloud infrastructure, decentralized blockchain ledgers, and machine learning. Yet in spite of this renaissance, the industry is still largely reliant on an ad hoc supply chain and contracting, disparate storage, and a legacy distribution architecture. In this talk we will identify the key technical challenges, introduce the capabilities of the new technologies, and show new approaches that harness distributed ledgers, a scalable storage solution governed by the ledger, and machine learning techniques to drive significant reduction in media distribution costs and high quality distribution. In the process we will cover the foundational concepts of blockchain technology: decentralized trust, zero knowledge proofs, and smart contracts, and advanced supervised learning techniques applied to optimize client request routing. We will show a few common workflows reinvented in this new decentralized platform and quantitative results for distribution quality.

BIOGRAPHY

Michelle Munson is the co-founder and CEO of Eluvio, a new Berkeley-based start-up creating new software technologies for a content-centric Internet. She previously founded East Bay software company Aspera in 2004 and led the company as CEO until May 2017, including through acquisition by IBM in 2014. She and co-founder Serban Simu created the Aspera FASP™ transport technology, an Emmy-award winning technology used throughout the digital media supply chain for high-speed low cost secure digital content transport, replacing satellite and traditional tape based delivery technologies. Michelle holds several patents and is a frequent speaker in the areas of content networking innovation including high performance delivery, machine learning, blockchain security and cloud workflows. She was the 2016 HPA Charles S. Swartz awardee and is a SMPTE Fellow. Michelle has dual B.Sc. degrees in Electrical Engineering and in Physics from Kansas State University and was a Goldwater Scholar for achievement in Science and Mathematics, and later a Fulbright Scholar at Cambridge University where she received a postgraduate Diploma in Computer Science.