



Mark Gray Chairman and CEO Kasenna, Inc.

Storage & Distribution Strategies for Network-Based Video Recording

The future of IPTV will transform the television into a portal through which subscribers can request a universe of entertainment and information content. One key enabling service will be network-based personal video recording (NPVR), which moves the digital storage housed today in TiVo and similar devices from the consumer's home into the provider's hosting center. NPVR's promise is that everything will be recorded; rather than having to choose which program to record, users will be able to see anything previously broadcast by the provider. Naturally, NPVR poses significant digital storage and video server challenges. While it might be most logical to house all NPVR storage in a central hosting environment, the realities of content popularity and network bandwidth dictate that some of the most popular pre-recorded content (news shows, sports, or hit movies, for example) be stored at the edges of the network where it is more readily available to local users. In this presentation, the speaker will discuss the promise of NPVR, the technical challenges as they relate to content storage and distribution, and how service providers are moving toward a distributed IPTV infrastructure that relies on edge servers and storage driven by a centralized management system.

Mark Gray has spent more than two decades in broadcast industry executive roles as Chairman/CEO at Chyron Corporation, and at Sony Corporation, as President of the Computer Peripherals Systems, Sony Communications Products, and GM of the Business and Professional Group. His career in broadcast followed a successful career in television production, where he won numerous awards including three Emmys.