



# STORAGE VISIONS™ 2008 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



## **Joshua Martin, Analyst, Consumer Research Group, Yankee Group**

### **BIOGRAPHY**

Josh Martin is an analyst in Yankee Group's Consumer Research group with an expertise in media & entertainment. His areas of focus include connected digital home and portable entertainment. Specifically, his research encompasses enhancements to video (DVR, HDTV, VOD, Next Gen DVD), technology changing how consumers view video (digital media adapters, media center PCs and broadband video) and moving content beyond the home (portable media players and digital audio players). Martin's knowledge creates a holistic perspective of the changing content consumption experience from in the home to ubiquitous connectivity while providing insight into how to take advantage of emerging technology and distribution channels.

Prior to joining Yankee Group, Martin worked for IDC where he was responsible for launching research into next generation DVD, broadband video and portable media players. In this role, he was one of the first analysts to build a forecast model for broadband video revenue opportunities and to pick a winner in the next generation format war. Additionally, Martin frequently published thought leadership research on emerging video distribution technology and services. Martin is regularly quoted in the trade and mainstream business press including The Financial Times, USA Today, and News.com.

Martin received a Bachelor of Science in business administration from Babson College.

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Talk to be given at the Storage Visions™ 2008 Conference  
at the Flamingo Hotel in Las Vegas, Nevada, January 5<sup>th</sup> and 6<sup>th</sup> 2008!