



# STORAGE VISIONS™ 2008 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



**Ron Tarasoff, Vice President, Broadcast Technology & Engineering, Turner**



**Broadcasting System, Inc.**

## **TITLE**

Reducing the Negative Effects of Storage Growth

## **ABSTRACT**

As we move to store larger amounts of data and content, the strain on our infrastructure increases. Television broadcasters are facing the same problems that others who store data are facing – lack of space, need for more power, and reaching the limit of cooling capacity. Turner Broadcasting has begun to attack these issues by finding ways to reduce the effect of the growth on our space, power, and cooling capabilities.

## **BIOGRAPHY**

Ron Tarasoff Ron Tarasoff is Vice President of Broadcast Technology and Engineering for Turner Broadcasting System, Inc. In this capacity, Ron oversees a staff of 98 Engineers and led the systems integration and migration into the new state of the art Network Operations facility, which was completed in 2003. Ron joined Turner Entertainment Networks as Director of Engineering in 1998, following a five-year position as Director of Production Services, overseeing both Engineering and Operations, for WGBH Boston, the flagship station of PBS. Throughout his career, Ron has held several key positions in the area of broadcast technology and engineering. Following his military service, as an Electronics Instructor, Ron pursued a degree in Electrical Engineering and went to work for CBS in Chicago, where he headed the Electronic News Gathering (ENG) department. Ron was transferred to the CBS O & O in New York City, where he advanced to the position of Director of Technical Operations. Six years later, as Vice President and General Manager, Ron oversaw construction of Times Square Studios, Inc., an independent facility in Manhattan, which produced broadcasts of Geraldo, Financial News Network, 5 MTV programs, The Montell Williams Show, and several business programs that aired internationally in multiple languages. During the past nine years at Turner, Ron has been instrumental in the successful launch of multiple SD and HD networks, as well as the conversion of Turner Entertainment Networks to file transfer technology. Turner Broadcasting System, Inc., a Time Warner company, is a major producer of news and entertainment product around the world and a leading provider of programming to the television industry.

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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!