



STORAGE VISIONS[®] 2010

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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TITLE

Digital Hollywood: Where the Wild Things Are?

ABSTRACT

The digital transition began with CD, continued with DVD and accelerated with the introduction of iTunes and Bit Torrent . Today the pace of change for both technology and consumer expectations is greater than ever and yet the content companies are still struggling to make the transition and find new and stable business models. This presentation will discuss some of the key factors that are driving the transition and some of the opportunities and issues that confront the Hollywood studios.

BIOGRAPHY

Alan Bell is a highly experienced and widely recognized senior technology executive with thirty years experience in the digital media management and distribution technologies, rights management, industry standards and legal and policy issues central to the development of both disc-based and electronic content distribution platforms. Alan has enjoyed a unique career path that integrates experiences and achievements in each of the Content, IT and CE industries.

As Executive Vice President and Chief Technology Officer for Paramount Pictures, Alan was a member of the senior executive team providing insight, advice and planning towards the use of advanced digital technologies.

As Executive Vice President at Warner Brothers Alan managed a team of highly skilled technology executives responsible for the Studio's advanced technology requirements.

Alan is internationally recognized for his central role in the unification of the DVD format and the subsequent development of the licensed copy protection that was critical to gaining support of the studios and subsequent success of the format. He was awarded the Fellow of the IEEE in recognition of these achievements.

At IBM and RCA Laboratories, Alan made internationally recognized original research contributions to the fields of optical and magnetic storage. He has published more than 30 scientific papers and has been awarded 28 patents.

He was awarded the Fellow of the Optical Society for his pioneering work in optical storage technology.

Alan received a PhD and BSc(1st Class Honors) in physics from Imperial College of Science and Technology, London University and maintains an extensive global network of executive and senior executive business, technical and legal contacts in entertainment/media, information technology and consumer electronics industries .