



# STORAGE VISIONS® 2011

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**Robert Tercek, Fellow of the Royal Society for the Arts**

## **Goodbye to Gutenberg: Welcome to the Real-Time, Two-Way Tsunami.**

How the Two-Way Network and Dynamic Data Are Transforming Communications, Culture, Business and Society.

### **ABSTRACT**

Dealing with a lot of change? Brace yourself for much, much more. The shift from a print-based culture to the real-time two-way network will bring change on a massive scale to industry, government, education. In many cases, what's changing are fundamental aspects of Western culture that have been established for centuries and are taken for granted.

We're still in the early phase of this transformation, but today we can already discern the shape and scale of the changes that will occur in the way we communicate and share ideas, how we store and retrieve information, and how we market and distribute innovative products. The two way network creates new value by infusing business process and products with data.

This talk, from a pioneer of digital media, will provide vivid illustrations and fresh metaphors to illuminate the size and scale of the change that lies ahead.

### **BIOGRAPHY**

Robert Tercek is one of the world's most prolific creators of interactive content. He has created breakthrough entertainment experiences on every digital platform, including satellite television, game consoles, broadband Internet, interactive television and mobile networks. His expertise spans television, telecommunications and software.

To design interactive products, Mr Tercek draws upon his broad experience as a television director, game designer, artist, and educator. Tercek has served in executive leadership roles at major media companies, most recently as President of Digital Media at OWN: The Oprah Winfrey Network, and previously as Senior Vice President of Digital Media at Sony Pictures Entertainment and earlier as Creative Director at MTV: Music Television. He also co-founded five startup ventures, including 7th Level, Inc., which went public in 1993.

In 2008, he was named a Fellow of the Royal Society for the Arts in recognition of his effort to advance social progress through media.