



# STORAGE VISIONS® 2011

AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT

January 4-5, 2011 Riviera Hotel-Casino, Las Vegas, NV, USA



ENTERTAINMENT  
STORAGE  
ALLIANCE™



**Tom Inglefield, Director, Product Marketing, Media and Entertainment, Oracle**

## **TITLE**

### **Media and Entertainment Value Chain - Content Storage Transactions**

#### **ABSTRACT**

Talk about growing content requirements, i.e. more title's, more delivery options like in-the- home, mobile, more formats like HD, 3D, 6K, 8K, more delivery formats for mobile devices, etc. briefly. Not just about technology, it is about any content, anywhere, This is what broadcasters are struggling with... they likely have many different infrastructure platforms for storing and managing content for different production stages and different content delivery mediums e.g. 1) Web for PC, mobiles, over-the-top for TV 2) Mobile 3) Broadcast/Cable/Satellite infrastructures for the Home TV.

You need to look at your economic ecosystem – your Value Chain (Production, Distribution, Delivery, Consumption) and clearly understand where you play. If we look across the value chain from production to consumption, we can clearly see that some companies play across all four, some focus.

Hence the focus on a reliable and measurable, and measuring infrastructure that tells you what's going on in your business ideally you need to know that information in real-time to make course corrections and maximize revenues based upon external conditions.

It will be made possible because of the tight integration of business and operational capabilities and because business will have a real-time infrastructure that can: Monetize Media Assets based upon marketplace feedback; Automatically manage workflows and reconfigure processes quickly;

and have Intelligent

Content Storage capabilities to affordably manage their content lifecycles

#### **BIOGRAPHY**

Tom Inglefield is Director, Product Marketing, Media and Entertainment at Oracle Corporation.

He is focused on creating innovative business and content management solutions and architectures for the media and entertainment, production, distribution and delivery companies. He architects solutions and offerings that solve content monetization, workflow and very large video library archive problems and issues. Formerly, Tom was Chief Technologist, Digital Media Solutions at Sun Microsystems Inc. He began his Sun Microsystems career in 2005 after Sun's acquisition on StorageTek. His career at StorageTek began in 1982 and included several industry-leading solution offerings working with storage providers and application partners.

Mr. Inglefield also served as the director of product development for a streaming media startup. Prior to that he was chief architect responsible for developing storage software, hardware and service products for the very large database/data warehouse market.