



# STORAGE VISIONS<sup>®</sup> 2015

January 4 & 5, 2015 at The Riviera, Las Vegas, NV

AN ENTERTAINMENT STORAGE ALLIANCE<sup>™</sup> EVENT



**John Rydning, Research Vice President, IDC**

## **TITLE**

**The Seven Storage Habits of Highly Independent Filmmakers**

## **ABSTRACT**

In this presentation, IDC will profile the storage habits of several independent Minnesota filmmakers. How much content do these filmmakers create each year, and where do they put all that content after the final scene has been shot? How are these content creators beginning to leverage the cloud? Mr. Rydning will provide a glimpse into the storage practices of these highly creative individuals.

## **BIOGRAPHY**

John Rydning is IDC's research vice president for hard disk drives. Mr. Rydning has developed a reputation for his depth and breadth of knowledge about the HDD industry, and particularly about underlying storage market and industry dynamics. Mr. Rydning provides valuable insight and analysis on the hard disk drive industry for HDD industry participants, HDD customers, and investors worldwide. Mr. Rydning began his work in the IT industry at a small IT manufacturing company, and later spent 18 years at Hutchinson Technology, a major HDD component supplier. Overall, Mr. Rydning has more than 25 years of storage industry experience, and is a frequent speaker at storage industry events and conferences. In 2010, Mr. Rydning was a recipient of IDC's most prestigious research award for his professional excellence in market research. Mr. Rydning earned his bachelor's of science degree from the Carlson School of Management at the University of Minnesota.