



**Michelle Munson, Co-Founder, Aspera, an IBM company**

**TITLE**

TBA

**ABSTRACT**

The growing size and number of media content files is a major issue for everyone in the media and entertainment value chain. And with consumer demand for multiplatform distribution and the advent of 4K, 8K and Ultra HD, the problem is only set to get worse. One study reported that many motion picture studios have to deliver over 600 different versions of video content in multiple formats, for screens ranging from IMAX to the smallest devices.

Cloud systems offer virtually unlimited, on-demand increases in storage, computing, and bandwidth. With their cost, scalability and accessibility benefits, cloud technologies are disrupting traditional models of content ingest, processing, management and distribution. As resolutions grow larger, the cloud's scale-out transfer, storage and compute capacity makes it a highly attractive, future-proof option for handling virtually unlimited file and data set sizes.

This presentation will examine direct-to-cloud file transfer technologies that overcome the cloud's technical bottlenecks: transfer performance over the WAN, HTTP throughput within remote infrastructures, and size limitations of cloud object stores. It will explore how media and entertainment organizations can build cloud- and hybrid cloud-based ingest, processing and distribution pipelines for strategic advantages: from the deployment of high-speed transport technologies that move content directly into the cloud, to the orchestration of complex, large-scale workflows.

**BIOGRAPHY**

Michelle is co-inventor of Aspera's Emmy® award-winning fasp™ transport technology and is responsible for overseeing the company's direction in collaboration with co-founder Serban Simu. Michelle was a software engineer in research and start-up companies including the IBM Almaden Research Center before founding Aspera in 2004. She has dual B.Sc. degrees in Electrical Engineering and in Physics from Kansas State University and was a Goldwater Scholar for achievement in Science and Mathematics, and later a Fulbright Scholar at Cambridge University where she received a postgraduate Diploma in Computer Science. She was the 2006 KSU College of Engineering Alumni Fellow (the youngest recipient ever), and has received national achievement awards from Glamour Magazine and USA Today. Michelle is also a frequent speaker on technologies and trends around big data transport, cloud infrastructure, and mobile.