

# MAM: DIGITAL STORAGE CHALLENGES AND NEW BUSINESS OPPORTUNITIES

The exponential increase in content has raised the need for the deployment of new technologies for shared and high-performance storage, where the biggest challenge lies in combining workflows that promote more efficiency, security and availability.

While in the hitherto consolidated content preservation environment, we are encouraged to rethink cataloging concepts in the face of the advent of Artificial Intelligence.

When we look at the horizon the possibilities seem innumerable. But what will be the best technology for your business?

**Chair: Juliana Ferrari – Media Manager - SBT**

- **PRESERVATION AND ARCHIVES CURATOR: THE DIGITAL TRANSFORMATION AND THE BUSINESS OPPORTUNITIES**

**Rita Marques - Consultant - Director Owner of Garimpo**

The bug did not happen, the machines did not stop. But the arrival of the millennium set a turning point for the audiovisual industry and the preservation of its contents in the digital age.

In the case of archive digital workflow we realized that the definitive change should be integrating the archive curator to the beginning of the production chain instead of keeping this role the traditional way in the end.

More than ever we need to enhance tools in technology systems and workflow to have access to the best results and preserve quality content to create new business opportunities.

The automation turned information quite “abstract”. The craft to the digital archive must keep the authenticity information concrete, continuing the storytelling of history and memory.

- **THE RISE & IMPACT OF MAM: A GLOBAL PERSPECTIVE**

**Matt Silva - Ceo Of Cis Group Corp**

The concept of Asset Management has evolved quite a bit over the past few decades, but one thing has remained constant: content always was, continues to be, and always will be king. As a result of this notion, over the years content producers have looked for ways to innovate their methods of monetizing assets. The rise of MAM and its different applications, along with the broader trends of Big Data and Artificial Intelligence, enables content producers to both drive revenue growth and optimize costs by providing them with a platform that not only manages the information and content that is so crucial for monetization (driving revenue), but also presents the opportunity for streamlined and efficient operations (cost optimization).

- **SONY'S ENTERPRISE LIBRARY SOLUTION (ELS) SYSTEM**

**Hugo Gaggioni – Chief Technology Officer – Sony Professional Solutions Americas**

This presentation will describe the technologies, features and capabilities of Sony's Enterprise Library Solution (ELS) system. This is an enterprise class, scalable, high capacity data center storage solution, built on Sony's Generation-3 Optical Disc Archive (ODA) Technology.

The latest Generation-3 ODA was designed to retain the well-known advantages of optical media storage while bringing performance, capacity and cost to very competitive levels. The use of multiple ODA media in a cartridge provides additional security and protection in library environments.

Details will be provided of the architecture of Sony's ELS solution integrating advanced library robotics, WORM optical disc media cartridges and drives with seamless connectivity and management software, providing a highly secure platform for data preservation and archive of valuable digital assets.

To conclude the talk will address Sony's Connectivity and System Management software platform for the ELS which provides an S3 data and RESTful API interface optimized for this new generation of Optical Libraries and Media, and to specifically address Cold Archive requirements. This full featured and standardized interface provides seamless integration with existing applications and infrastructure including Cloud and Hybrid configurations.



**Chair: Juliana Ferrari - Media Manager - SBT**

Professional with leadership in a Media Center environment coordinating operational workflows with security and efficiency in the movement and storage of digital assets. MBA in Project Management with PMI Practices - FIAP Graduation in Social Communication - Radio and TV - Faculdade Oswaldo Cruz



**Rita Marques - Consultant - Director Owner of Garimpo**

I am journalist by background, I have been working for 30 years in content management and audiovisual research. From trainee to manager of Documentation Center – GLOBO TV CEDOC – I have learned to organize, preserve and retrieve relevant information and I have fallen in love with the transformation of memories in assets of audience. In 1996 GloboNews premiere, our team has produced "ARCHIVE N", a weekly program, which for 23 years informs and enchants the audience. At the TV digital revolution timeline, I have managed together with the engineer's team, the real time indexation project with on-line retrieve content distribution. An innovative workflow processing, performed with success and approval at "Football World Cup", "Olympic Games" and "Rio de Janeiro's Samba Parade". Nowadays I have opened and I am the director of Garimpo proper, a company with focus in audiovisual preservation and archives curator. I am part-time consultant to TV CULTURA, a company which I represent at International Federation of Television Archives FIAT /IFTA Executive Council.



**Matt Silva - CEO of CIS Group Corp**

Matt Silva earned a B.S. Business, Finance and Economics from the Stern School of Business - New York University. He has worked as an investment analyst at financial institutions such as CitI and Credit Suisse in N.Y. At CIS Group he served as Director of Corporate Development, COO and currently CEO.



**Hugo Gaggioni – Chief Technology Officer – Sony Professional Solutions Americas**

Joined Sony in 1988. With research interests ranging from digital video and image processing and information theory to video/audio compression and multidimensional signal processing, Mr. Gaggioni has served as session-chairman of 13 international conferences in the areas of HDTV and bandwidth compression systems. He was a member of the Advanced Television Advisory group to the U.S. Federal Communications Commission (1987 to 1994). He is a Fellow of SMPTE and the recipient of the 2004 Leitch Gold Medal award for technology leadership. Mr. Gaggioni was chairman of the SMPTE technical groups on Digital Representation of the 1125/60 High

Definition TV Standard (SMPTE 260M, 88-92) and Digital HDTV Serial Interfaces (SMPTE 292M, 93-96). He was also chairman for a SMPTE group on Editing of MPEG bit-streams for TV studio usage. Mr. Gaggioni represented Sony Corporation of America to the ANSI X3-L3 committee and the ISO/IEC MPEG coding group from 1988 to 1996. He has also given numerous presentations and tutorial courses on signal processing and advanced video technologies at international events sponsored by SMPTE, IEEE, and Eurasip organizations. He holds six patents and has authored 32 technical publications in the areas of video compression, digital filter banks and HDTV devices and systems. Mr. Gaggioni holds degrees in telecommunications, systems engineering, and electronic engineering from the University of Essex in Colchester, England; University of Pennsylvania, and Columbia University, respectively.