



STORAGE VISIONS[®] 2007 CONFERENCE

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Bob Wilson, Chairman and CEO, Modulus Video

Title

Making VOD a reality for IPTV: Challenges and Solutions

Abstract

As an industry, VOD has matured over the recent years but the brave new world of IPTV has opened up new and interesting challenges for everyone. Advanced encoding standards like MPEG4-AVC coupled with ever increasing sophistication in rights management, security, middleware services and play out server technologies hold the promise of delivering the convergence that is forecasted for TV-centric "on-demand" entertainment services. In this converged environment where content is king, content providers must deliver compelling content with highest possible visual quality while IPTV service providers must contend with infrastructure capacity, time to air and local community engagement to differentiate themselves. A seamless channel is needed to manage the acquisition and distribution of VOD content to realize the full potential of an IPTV triple/quadruple play investment.

The end-to-end VOD pipeline begins with ingestion of multi-format source content and ends with the delivery of a superior quality, homogenous experience to the subscriber across a range of viewing devices. Encoder manufacturers have to rise to the challenge by offering workflow solutions to capture, edit, encode and package diverse formats and metadata that can originate from sources such as major studios, production companies and independent local contributors. Content aggregators have to manage content licensing and billing issues as well as employ the right solutions to ensure an optimal balance between the visual quality needs of content providers and the bandwidth constraints imposed by IPTV operators. Finally, VOD infrastructure providers have to own the actual integrity, security and delivery of the content so as to realize the best possible viewing experience for the subscriber. The collaboration between Modulus Video, ViewNow and Kasenna has successfully created such a seamless content acquisition and delivery channel for leading IPTV service providers in the United States. This paper discusses the challenges inherent in the VOD pipeline and the technical solutions employed by the three companies to successfully enable such a pipeline for IPTV.

Biography

Bob Wilson, Chairman and CEO of Modulus Video previously served for seven years as a member of the executive committee at Pinnacle Systems. He served in various senior leadership roles including as president of the Broadcast Solutions Division. During that time Pinnacle grew revenues more than tenfold to over \$350 million and increased total shareholder value by almost \$600 million. Before joining Pinnacle Systems, Wilson served as executive vice president, chief operating officer, chief financial officer and as a member of the board of Accom, Inc., another pioneering video company. While at Accom the company grew dramatically and completed a successful IPO. Prior to joining Accom, Wilson served as president and chief executive officer of The Grass Valley Group (GVG is now part of Thomson Multimedia) which provides video systems to production, post-production and broadcast markets. While at GVG, then an independently operated subsidiary of Tektronix, Wilson led a transformation of the organization, revitalized the product lines, entered important new markets and helped the organization transition to supplying complete high end digital video solutions. Before leading GVG, Wilson served as vice president of Merchant Banking Wasserstein Perella, an investment bank based in New York City. He was part of the leadership team responsible for investments in the bank's \$2 billion fund. He additionally held a variety of senior executive level positions in general management, finance, marketing, and sales for Ampex Corporation which was then a \$700 million leader in the broadcast video marketplace. Mr. Wilson holds a Bachelor of Science degree in economics from The Wharton School, University of Pennsylvania.

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