



LIVE WEBINAR MAY 22, 2008



FLEXIBLE AUTOMATION OF MEDIA OPERATIONS

How to better manage and enable new revenue streams and business workflow automation in production, post production, and broadcasting

The media, entertainment, and broadcasting industry increasingly relies on information technology to enable new revenues streams, open up new content distribution channels, reach alternate and new audiences, and create new business models.

To assure optimal profitability and productivity, one may want to automate mission critical business processes related to the work, resources, and media assets, but also streamline the business workflow across departments with a flexible integration of the business and production operations.

Join this IBM-Xytech webinar hosted by several leading industry executives to learn more about the latest opportunities and best practices for flexible automation of your media operations, including what some of the major film studios, international broadcasters, and post production houses are doing:

- How they automate their core business operations including production, post production, library management, and business workflow.
- How they manage both physical and digital assets in a unified manner including automated media order management.
- How they utilize a flexible Service Oriented Architecture (SOA) as the basis for integrating applications and automating digital workflows.

THURSDAY, MAY 22

Session I

8:30 am PST
11:30 am EST
4:30 pm UK
5:30 pm CET

Session II

5:00 pm PST
8:00 am SGT/HKT
(next day, May 23)
11:00 am Sydney
(next day, May 23)

REGISTER



SPEAKER: Steve Canepa, Vice President of IBM Corporation Media & Entertainment

Steve has global IBM responsibility for the Media and Entertainment industry including Entertainment, Publishing, Broadcast, Cable, Satellite, Sports and Advertising.



SPEAKER: Ron Peeters, Executive Vice President of Xytech Systems Corporation

Ron's team provides solutions to global customer base including major film studios, post production houses, international broadcasters, cable/TV networks, and corporate media departments.



SPEAKER: Doug Geiger, Global Offering Executive Media Hub, IBM Corporation

Doug is responsible for IBM Media Hub, a "media enabled" Service Oriented Architecture (SOA) that integrates business and media production from point of creation to distribution of digital content.

For more information, contact:
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