

# International Conference on Broadcasting Media & Film Industry

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## OTT and the impact it will have on your business

**Luis Sierra**

Kindle Creative Deploying Interactive Digital Technologies, USA

OTT (Over-The-Top) content has revolutionized the broadcast media industry. Traditional broadcasters and large internet media content providers are realizing, due to the paradigm shift to WebTV that the landscape of digital video media delivery will be democratized just as the production and post production fields have been. Many will think that revenue will be lost, but the fact is that WebTV creates far more opportunities and challenges present broadcasters to become far more innovative and think outside the box. The shift to this new platform is happening at a rapid pace due to the enormous amount of digital content now available combined with consumers who are adapting to and demanding digital content. This demand will only increase as the technology continues to develop and become more accessible on a global scale. This presentation will give you an introduction to this new platform and prepare you for what's ahead in adopting this new, expanding and inevitable paradigm shift.

### Biography

Luis Sierra is the Chief Technology Officer at Kindle Creative deploying interactive digital technologies. With over 15 years of experience in the digital video profession, his areas of expertise include, but are not limited to: Editing Systems Manager, Certified Trainer, Director of Training Services, Colorist, Editor and Producer. He has a broad spectrum of clients ranging from independent producer to government agency to major television networks.

[editor64@gmail.com](mailto:editor64@gmail.com)