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<http://bit.ly/VgvbaK>

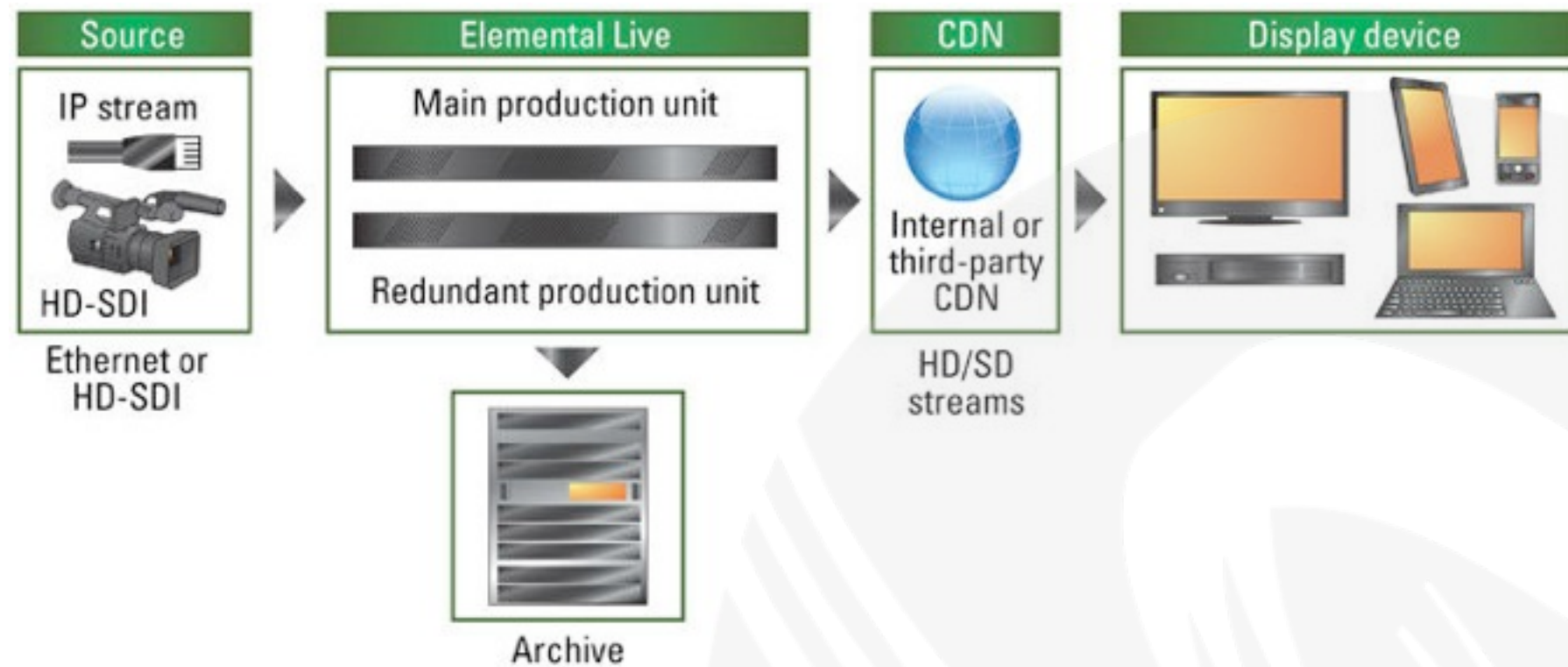
IT in a Media Driven World

Video on All Devices

- One hour of video is uploaded to YouTube every second
- 4 Billion video are viewed on youtube each day.
- 150 Years of YouTube video are watched on Facebook everyday
- Every Minute more than 500 tweets contain YouTube links



Digital Video Workflow



3 Segments in Media

- Capture
- Ingest
- Distribution

Capture



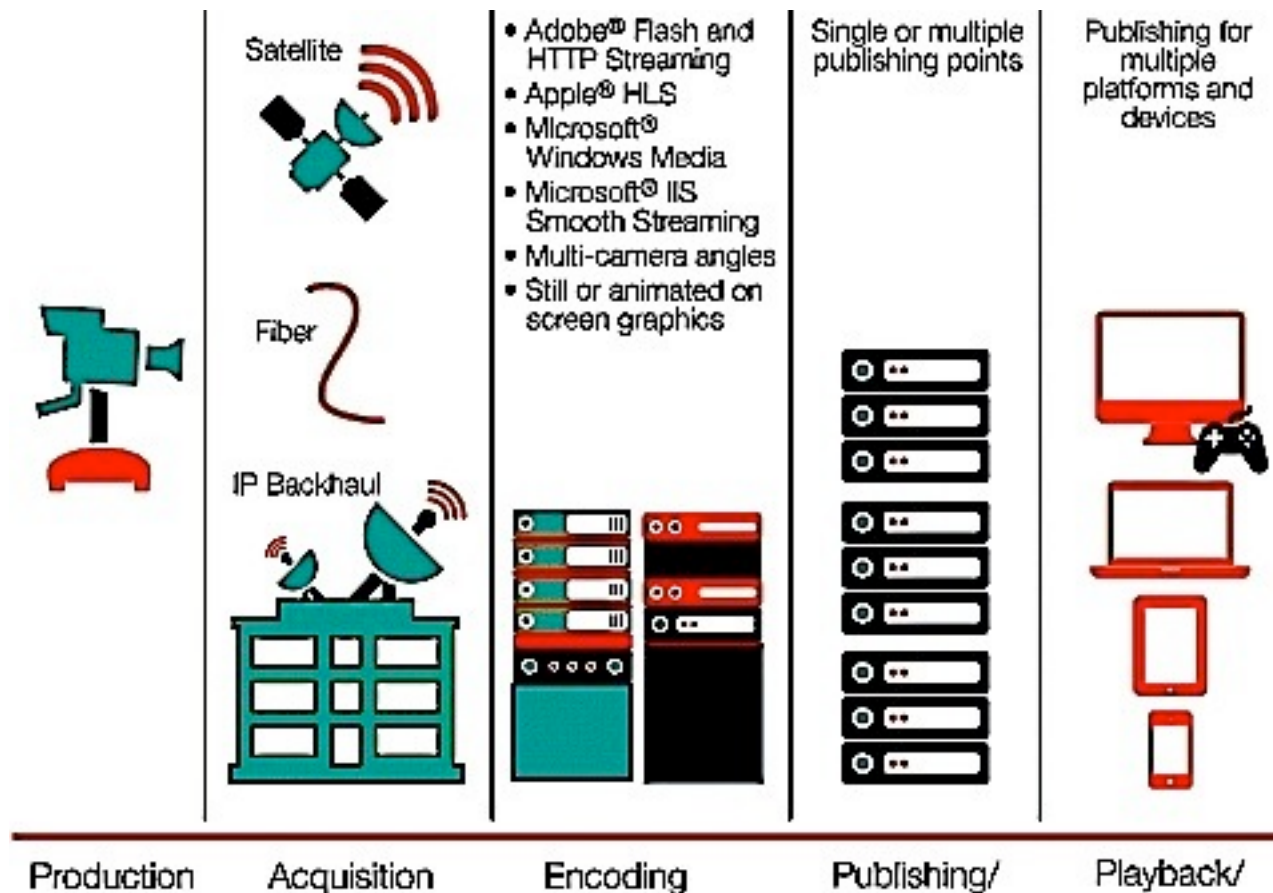
- Cameras
- Resolution
- Hardware

Ingest



- Software
- Codecs
- Storage

Distribution



- Projection
- Digital Signage
- Web
- Consumer Goods
- Mobile Apps

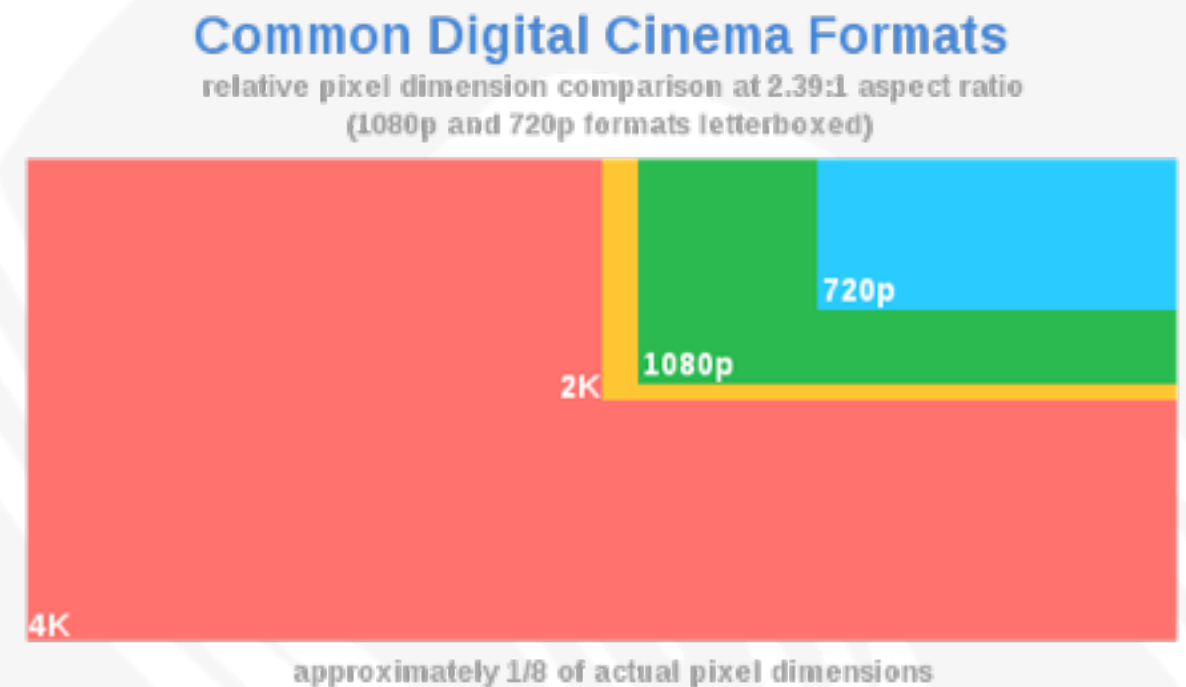
Things to Come

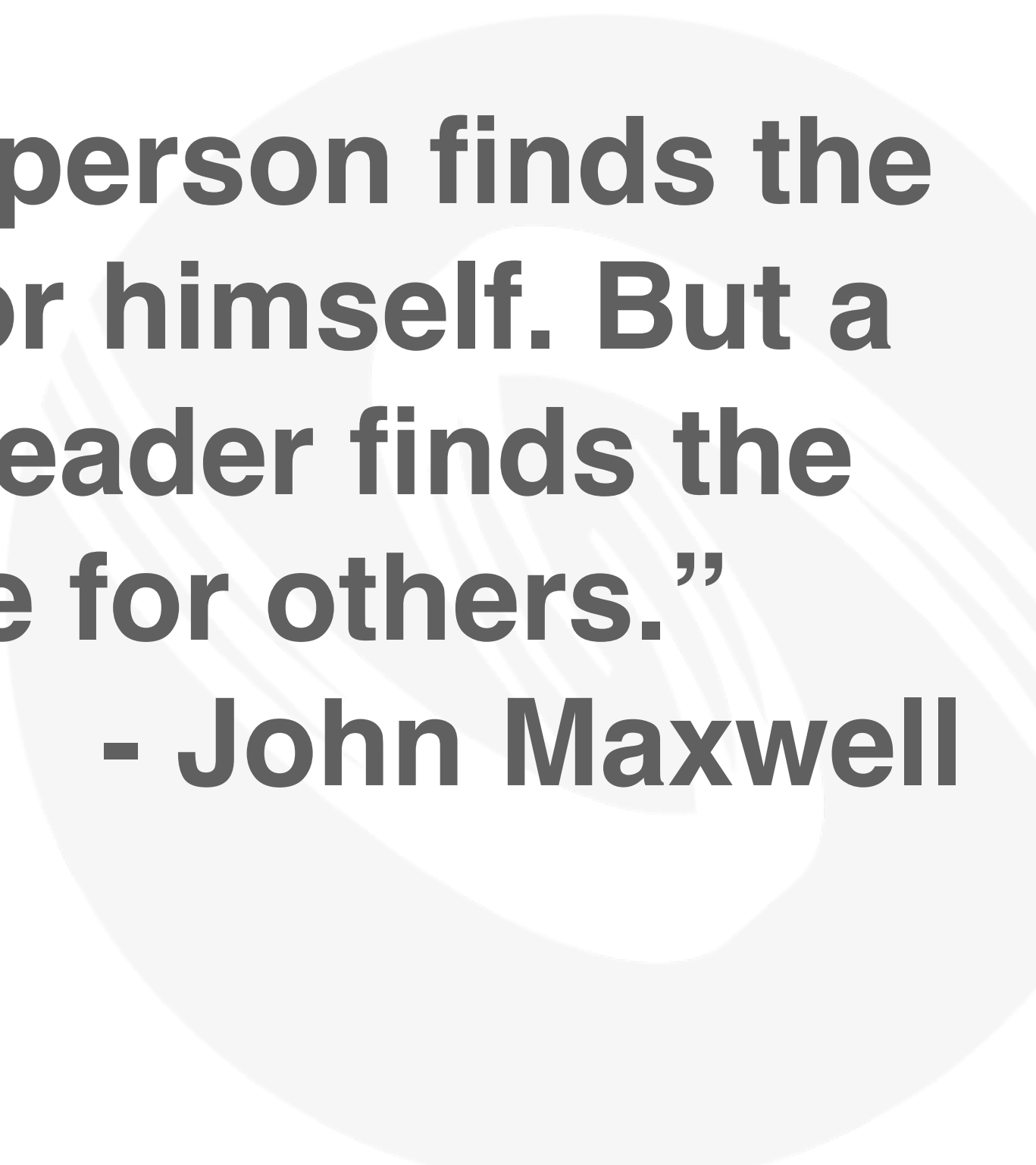
- Bitrates and Storage

- 1080p (1920x1080):
 - 1.24Gbp at 9.33GB/min
- 2K (2048x1152):
 - 1.91Gbp at 14.33GB/min
- 4K (4096x2160):
 - 3.82Gbp at 28.67GB/min
- 3D (1080p) :
 - 5.73Gbp at 43GB/min

- Over The Top Distribution

- Broadcast TV, Web and Mobile





“A successful person finds the right place for himself. But a successful leader finds the right place for others.”

- John Maxwell

Gabriel Soto



gsoto@celebrationchurchtx.com



@gssoto



gssoto

