TAMING THE FIREHOSE OF MEDIA FILES

Sam Bogoch, CEO, axle Video
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Pro video cameras, DSLRs and Action Cams are a global market totalling over $10 billion/year.
Video footage accounts for about 100 Exabytes per year of new storage, approximately 7 percent of the total storage sold worldwide for any reason.
1 Exabyte = 1,000 Petabytes
1 Petabyte = 1,000 Terabytes
axle Cam™ - Taming the Firehose

Who is axle Video?
Who uses our software?
What does Cam do?
Technical demo
Who is axle Video?

Founded in 2012
3 Cofounders
Boston HQ
“Radically Simple” media management
Rapid growth - revenues more than 2X each year
 Responding to the unmet needs of the video market
Best of Show awards at IBC, NAB
Who uses our software?

- Corporate
- Higher ed
- Sports teams
- Churches
- Nonprofits
- Ad Agencies
- Broadcasters
- Governments
Who are the customers?

- Corporate
- Higher ed
- Sports teams
- Churches
- Nonprofits
- Ad Agencies
- Broadcasters
- Governments
Who are the customers?

- Corporate  – Intuit
- Higher ed  – VMWare
- Sports teams  – Motley Fool
- Churches  – Wells Fargo
- Nonprofits  – Fannie Mae
- Ad Agencies  – General Dynamics
- Broadcasters
- Governments
Who are the customers?

- Corporate
- Higher ed — Harvard
- Sports teams — MIT
- Churches — UCLA
- Nonprofits — U. of Texas
- Ad Agencies — Florida State
- Broadcasters — Colorado State
- Governments — Sheridan College
- Berklee College of Music
Who are the customers?

- Corporate
- Higher ed
- Sports teams – NY Yankees, LA Dodgers, Edmonton Oilers, Denver Nuggets, Fulham FC, Manchester FC
- Churches
- Nonprofits
- Ad Agencies
- Broadcasters
- Governments
Who are the customers?

• Corporate
• Higher ed
• Sports teams
• Churches – Trinity Fellowship
• Nonprofits – WorldVision
• Ad Agencies – Hillsong Church
• Broadcasters – Watchtower
• Governments – United Church of God
• Living Waters
Who are the customers?

- Corporate
- Higher ed
- Sports teams
- Churches
- Nonprofits — Teach for America
- Ad Agencies — Family Research Council
- Broadcasters — Emily’s List
- Governments — Rachel’s Challenge
Who are the customers?

- Corporate
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- Sports teams
- Churches
- Nonprofits
- Ad Agencies
- Broadcasters
- Governments

Weiden & Kennedy
Merkley & Partners
Level 19
Knock Knock
Another Avenue
HCC Marketing
Who are the customers?

- Corporate
- Higher ed
- Sports teams
- Churches
- Nonprofits
- Ad Agencies
- Broadcasters –
- Governments

- CBS News
- NBC Universal
- Reuters
- BBC
- TheStreet.com
Who are the customers?

- Corporate
- Higher ed
- Sports teams
- Churches
- Nonprofits
- Ad Agencies
- Broadcasters
- Governments – European Parliament
What does Cam do?

Rewraps high-res video clips
Generates low-res H.264 proxies
Cleans up clunky folder structures
Creates an additional copy of media
Moves incoming media into a catalog
Makes all clip metadata easy to search
Allows subclipping and commenting media
Enables review and approval via browser
Simple export to editors (FCP 7, X, Adobe)