



Emory Professor Tells Technology Group The Industry Is Missing The Boat

Dr. Benn Konsynski, George S. Craft Emory University Professor of Business Administration and Decision and Information Analysis; and Les Ottolenghi, CEO, INTENT MediaWorks, led the discussion on the rapid changes in the way we use and deliver information and the effect these changes have on corporate strategy. They spoke at a recent luncheon of the CIO Roundtable Forum at the Buckhead Club.

Dr. Konsynski, formerly on the faculty of Harvard University and consultant to major corporations, told the assembled group of technology executives that Internet Protocol based television (IPTV) and other trends are yet to be put to real use.

"For example, the traditional broadcast industry is in for a surprise from this disruptive technology. Much like newspapers are scrambling to compete with Internet based delivery of news and classifieds, TV networks are coming under pressure," he said.

Also speaking at the luncheon was Les Ottolenghi, CEO of INTENT MediaWorks, a company that is revolutionizing peer-to-peer Internet media sharing, by innovating a business process that allows such downloads to be profitable for the producers of the media products. He spoke about the increasing pace of change in the media delivery industry, especially focusing on the new potential for rich media consumption, that combines digital music and TV...all made possible by emerging technologies.

"The change in distribution of media products, made possible by emerging technologies is such that we won't recognize the music and TV distribution system in five to seven years," he said. "When you tie in the growth in the new consumer populations in India and China, it will be an explosion."

He further warned that American corporations have to stay on the leading edge of these developing curves if they do not wish to be left behind.

"As usual in these matters," he said, "the burden will fall on the CIO to make sure that corporate strategy keeps pace with technological capabilities."

Ottolenghi, adding to Konsynski's IPTV comments, said, "New web services allow owners of large libraries of useful multi-media content, such as AAA maps, to monetize these valuable assets. Not all firms seem to know how to thrive in the new world order."

The CIO Roundtable Forum is an invitation-only luncheon series designed to offer a small group, discussion forum, over lunch or breakfast, for IT Executives and other technology interested professionals. The roundtable features noted speakers addressing important technology issues and leading a discussion among the attendees.

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