

William R. Rosenblatt

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Seasoned, experienced strategist in digital media technology and markets with deep knowledge of content industries including music, publishing, visual works, and video. Skilled in market strategy, technology architecture, digital transformation, and intellectual property issues. Unique knowledge of technology for managing copyrights in the digital age.

Experience

GiantSteps Media Technology Strategies

President, 2000 – Present.

- Management consultancy focused on technology in copyright industries. Clients include content providers and technology vendors, from startups to Fortune 500 media and IT companies.
- Expert witness and litigation consultant in copyright, patent, and other matters concerning digital media, digital copyright, software, and related technologies in the U.S., Canada, and Europe. Source code examination in various programming languages; drafting of discovery requests and technical sections of briefs. Testimony in federal court, International Trade Commission, and Copyright Royalty Board. Testimony during prior four years, with represented party in **boldface**:
 - *Certain Video Processing Devices, Components Thereof, and Digital Smart Televisions Containing the Same*, Investigation No. 337-TA-1222, International Trade Commission, 2021 (deposition and hearing).
 - *ViaTech Technologies v. Adobe*, D. Del., 2023 (deposition and trial).
 - *paSafeShare v. Microsoft*, W.D. Tex., 2024 (deposition).
 - *In Re Pandora Media Copyright Litigation*, C.D. Cal., 2024 (deposition).
- Advisor on copyright technology issues to public policy bodies worldwide.
- Chair of conferences on copyright issues in the digital age including Digital Rights Strategies (2004-2007) and Copyright + Technology (2010-present).
- Contributor to technology standards initiatives in music and book publishing.

New York University

Adjunct Professor, 2019-Present.

- Teaching the courses Data Analysis in the Music Industry and Technological Transformation of the Music Industry, Music Business Program, Dept. of Music and Performing Arts Professions.

Morningside Ventures Inc./Fathom

VP & Chief Technology Officer, 1999-2000.

- CTO of Morningside Ventures, Columbia University's internet business incubator.
- Led technical implementation of Fathom.com, a Morningside Ventures spinoff. Fathom.com was a destination website for online courses, authenticated knowledge, and e-commerce affiliated with Columbia, London School of Economics, and other educational and cultural institutions. Responsibilities included technology architecture, project management, selection of and negotiation with technology partners, web hosting, content management, e-commerce, video streaming, and internal IT management. Managed internal staff and various vendor relationships.

McGraw-Hill

VP, Technology and New Media, 1999.

- CIO for McGraw-Hill's vertical market trade publishing division. Managed IT department of 30 people, including online media, desktop publishing, and back-office systems.
- Defined technology strategy for vertical market web portals; chief architect of AviationNow.com, an aviation industry information portal associated with *Aviation Week* magazine.
- Architected intranet front end to legacy mainframe customer service system for all McGraw-Hill magazines including *Business Week*.
- Set content security strategy for energy industry professional newsletters.

Sun Microsystems

Market Development Manager, Media & Publishing, 1997-1999.

- Set market strategy for Sun in publishing industry, focusing on content management, web technologies for publishers, newspaper systems, and digital rights management. Drove strategy through sales force.
- Recruited and managed alliances with software vendors and other partners. Drove over \$20 Million revenue through partner investments.
- Consultant to media industry customers. Example projects: content management and online delivery for educational publisher; online rights management for scientific publisher.
- Author of whitepapers and articles; maintainer of Sun's media industry web site.

Enterprise IT Architect, 1996-1997.

- Technology consultant to Sun's major media industry customers, contributor to several strategic content technology projects in enterprise content management.
- Business development for Sun MediaCenter streaming media server product line.
- Developed Sun's Digital Media Management solutions strategy & reference architecture.
- Conceived and launched Sun Digital Media Solutions Center in New York City.

Times Mirror Co.

Director, Publishing Systems, 1994-1996.

- Corporate technology management position reporting to CIO with responsibility for digital content technologies across Times Mirror's newspaper, book, and professional information businesses.
- Technology leader of Times Mirror Digital Library, a family of digital content management projects across several Times Mirror divisions involving distributed editorial libraries for newspapers; mass-customized textbook publishing; editorial process reengineering; intellectual property management and control. Managed project budgets totaling over \$16 Million.
- Technology consultant to Times Mirror operating units and Corporate Strategic Development. Projects included MDConsult.com, a web service for physicians; online aircraft maintenance documentation, custom publishing of professional training materials; evaluation of companies for potential investment or acquisition.
- Company representative on publishing industry committee to address intellectual property issues in the digital age. Participated in the design of the Digital Object Identifier (DOI), a standard for online intellectual property identification in publishing. DOI is also the basis for the EIDR identifier system for film and TV content.

Moody's Investors Service

Manager, Information Resources, 1992-94.

- Responsibilities included emerging technologies R&D and software quality assurance.
- Architect of Moody's first-ever service for digital publication of credit reports and ratings data. The service was launched in the pre-Internet era and was based on Lotus Notes, Adobe Acrobat, and relational database technologies.
- Led global rollout of Lotus Notes platform.
- Introduced technologies to company: groupware, expert systems, automated software testing.

The Rustin Group

Senior Software Developer, 1991-92.

- Developed sales tracking system for international barter company.
- Managed benchmark of production system for financial information publishing division of (then) Citicorp on Unix-based multiprocessor computers.
- Software product initiatives in software development tools and computer music composition.
- Established and managed the company's college recruiting program.

Intermetrics, Inc.

Software Engineer, Electronic Systems Group, 1985-86.

- Manager of UNIX data center, system administrator, and software tool developer (C, Lisp) for NSA-sponsored STU-III secure telecommunications project.
- Developed software for Free Software Foundation's GNU Emacs editor project.

Motorola Information Systems Group

Software Engineer, Computer Services Group, 1984-85.

- System administrator and software tool developer for network of UNIX servers.
- Served as company-wide authority on UNIX; gave tutorials on UNIX-related topics.

Associate Engineer, Modulation Products, 1983-84.

- Project team member for 2600 series of high-speed modems. Implemented network control interface; designed and implemented remote datascopes feature.

Freelance Writer & Editor

- Contributor, Media & Entertainment, Forbes.com.
- Contributor, Digital Perspectives, *Publishers Weekly*.
- Co-author, *Key Changes: The Ten Times Technology Transformed the Music Industry* (Oxford, 2023).
- Publisher, Copyright and Technology blog (copyrightandtechnology.com), 2010-2021.
- Author of peer-reviewed articles and white papers on digital media and copyright issues.
- Author, *Digital Rights and Digital Television*, chapter in *Television Goes Digital* (Springer, 2009).
- Co-author of multi-client market studies on digital editions of periodicals and Enterprise Rights Management, 2008.
- Lead author, *Digital Rights Management: Business and Technology* (John Wiley & Sons, 2001).
- Author and editor of books on UNIX and Java related topics (O'Reilly Media).
- Contributing Editor of IDG trade publications *Advanced Systems*, *SunWorld*, and *Unix Insider*.

Teaching Experience

- Instructor for CS 420, course in software engineering for seniors and first-year graduate students, Department of Computer and Information Science, University of Massachusetts, 1990.
- Guest lectures:
 - Berklee College of Music
 - Carnegie Mellon University
 - Columbia University
 - Drexel University
 - Massachusetts Institute of Technology
 - New York City College of Technology (CUNY)
 - Pace University
 - Practising Law Institute
 - Reichman University of Israel
 - Rutgers School of Law
 - University of Maryland
 - University of New Hampshire School of Law
 - University of Virginia

Education

- B.S.E. (*cum laude*) in Electrical Engineering and Computer Science, Princeton University, 1983.
- M.S. in Computer and Information Science, University of Massachusetts, 1990.
- Continuing education in business and finance: NYU, Harvard, University of Southern California.
- Language skills: proficient in German, basic knowledge of French.

Affiliations

- Trustee and former President, Princeton Broadcasting Service, Inc., corporation overseeing WPRB-FM, Princeton, NJ.
- Trustee, The Copyright Society.
- Member of Advisory Board, ASCRL (American Society for Collective Rights Licensing), a not-for-profit collective management organization (CMO) for visual art authors and rights owners.

Interests

- Cooking
- Guitar
- Flute