

Bill Rosenblatt

President

Giant Steps Media Technology Strategies

Biography

Bill Rosenblatt is president of GiantSteps Media Technology Strategies, a consulting firm whose clients include content providers, technology companies, and public policy entities worldwide.

Bill is author of the book *Digital Rights Management: Business and Technology* (Wiley, 2001), the chapter “Digital Rights and Digital Television” in *Television Goes Digital* (Springer, 2009), and various white papers and articles on digital rights technologies. He has served as a technical expert in several litigations concerning digital copyright and related technologies and has testified or consulted to public policy entities including the US Copyright Office, Federal Trade Commission, and European Commission.

He publishes the blog Copyright and Technology (copyrightandtechnology.com) and is program chair of the Copyright and Technology conferences. He has also spoken at conferences worldwide including the World Economic Forum in Davos.

Before founding GiantSteps in 2000, Bill was chief technology officer of Fathom, an Internet content and education company backed by Columbia University and other scholarly institutions. He has been a technology and new media executive at McGraw-Hill and Times Mirror Company, and he served as manager of strategic marketing for media and publishing at Sun Microsystems. He was the architect of Moody’s Investors Service’s digital publishing platform in the pre-Internet early 90s.

Bill has a B.S.E. degree in Electrical Engineering and Computer Science from Princeton, an M.S. in Computer and Information Science from the University of Massachusetts, and executive education from Harvard and University of Southern California business schools.