Dr Matthew Addis leads a diverse portfolio of collaborative applied research projects at The University of Southampton IT Innovation including media archiving and digital preservation, risk management in online communities, and smart laboratory systems to name but a few. Matthew currently works on cost models, uncertainty and service-oriented approaches to distributed systems. Matthew has spent over 10 years working closely with broadcasters, post houses and film archives to develop strategies, models, tools and systems for audiovisual restoration, preservation and archiving. Through projects including AVATAR-m in the UK and PrestoPRIME in Europe, Matthew has investigated the ‘cost of risk of loss’ for long-term data retention and access when using ICT systems and has developed related strategies for data integrity management, file format migration, and archiving as a service.