

FEATURED FILMS: BROUGHT TO YOU BY DATA

A Media-Rich Future

Long gone are the days of film or standard definition. Our new 'standard' of media and film will be rich with data.



8K Ultra-HD may use more than 100X the capacity of HD.¹

HDR color space brings 60X more color combinations than previous TV standards.²

Some cameras can already capture 25,000 frames per second in high definition.³



A single film can produce over 2 Petabytes⁴ of data. In the next decade, that number could reach 1 Exabyte.⁵



The Rise of the Machines

Artificial Intelligence and Virtual Reality will forever change the way we consume media and how we approach big data and fast data:

AI can help create movie trailers 10x-30x faster than before.⁶



Volumetric 3D camera capture technology takes in as much as 400 gigabytes per second of data.⁷



AI will drive 95% of customer interactions by 2025.⁸



Wireless VR set to generate an additional 21,000 Petabytes of traffic by 2021.⁹

A Keep-Everything Era

Companies are also moving towards storing and keeping all this created data forever, not only for archiving but also for monetizing digital content for streaming, licensing, and repurposing.



Over 106 Exabytes of new digital storage will be used for digital archiving and content conversion and preservation by 2022.¹⁰



EPFL digitized over 15,000 hours of audio and visual content to preserve 50 years of music performances and deliver them in new formats.¹¹



Online video is forecast to account for 60% of mobile data traffic by 2020.¹²



By 2021, 82% of all consumer IP traffic will be video.¹³

Are You Ready to Change the Economics of Your Data?

Learn how ActiveScale™ object storage facilitates a data forever architecture. <http://wdc.li/ThereForEveryStage>

Western Digital.

Sources

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⁴ <http://www.definitionmagazine.com/journal/2014/6/1/the-amazing-spider-mans-24-petabytes-of-4k-scans.html>

⁵ <https://www.forbes.com/sites/tomcoughlin/2016/08/04/new-estimates-drive-expected-demand-for-digital-storage-in-media-and-entertainment/#1cb9ab7d7c65>

⁶ <https://www.futurum.xyz/machine-learning-already-changing-entertainment-industry/>

⁷ <http://www.pmcswire.co.uk/news-releases/juniper-research-wireless-vr-set-to-strain-dat-a-networks-generating-an-additional-21000-petabytes-of-639151753.html>

⁸ <https://techcrunch.com/2016/04/11/tyto-cinema-is-giving-filmmakers-400-gigabytes-per-second-of-creative-freedom/>

⁹ <https://www.financedigest.com/ai-will-power-95-of-customer-interactions-by-2025.html>

¹⁰ https://www.storagevisions.com/Press%20Releases/AA_Press_Release_Media_and_Entertainment_Report_080216.htm

¹¹ <https://www.hgst.com/sites/default/files/resources/EPFL-Selects-HGST-Active-Archive-System-EN-C3.pdf>

¹² <https://www.ericsson.com/assets/local/mobility-report/documents/2015/ericsson-mobile-y-report-june-2015.pdf>

¹³ <https://www.cisco.com/c/en/us/solutions/service-provider/visual-networking-index-vni/index.html>