



## How Much Storage Will Your Customers Need?

Consumers are becoming more and more involved with digital content, which is why the market opportunity for data storage in the home is expected to grow at a very impressive rate over the next few years. Simply put, people need more capacity and better reliability from their hard drives. Channel integrators and custom installers are in a great position to capitalise on this explosion in storage demand. To get some idea of the opportunity, look at the usage data in such popular areas as films and videos, music and photos.

**Specialised storage solutions for home media applications**



### Films and video

- Ten films stored in 1080i format without compression, menus and bonus material is approximately 200 GB to 225 GB<sup>1</sup>
- Nine per cent of houses worldwide upload films<sup>2</sup>
- Average hours recorded per day are two or more<sup>3</sup>
- 53 per cent watch video on their PC<sup>3</sup>
- 27 per cent watch personal video from digital camcorders<sup>3</sup>



### Music

- 500 songs in 128-kbps format consume 2 GB of storage<sup>1</sup>
- Nearly 30 per cent of people rip their CDs to put music on their computers and PMPs<sup>3</sup>
- Approximately 15 per cent of people purchase music through an online service<sup>3</sup>
- 22 per cent of 18- to 24-year-olds have over 1,000 tunes on their PC hard drive<sup>3</sup>
- 10 CD albums consume approximately 750 MB<sup>1</sup>



### Photos

- Approximately 15 per cent of 18- to 39-year-olds have over 1,000 digital photos stored on their PCs<sup>3</sup>
- The average digital photographer takes 68 pictures per month<sup>4</sup>
- 52 per cent of people archive ALL their images<sup>4</sup>
- Only 24 per cent of digital photos are ever deleted<sup>4</sup>

<sup>1</sup> source: NAS file management system

<sup>2</sup> source: Parks Associates

<sup>3</sup> source: ABI Research April 2007

<sup>4</sup> source: IDC, 2007 US Consumer Digital Imaging Survey, Doc No. 207516, July 2007

## Number of files a 500-GB drive can hold

| Type of Media   | Application or Device                   | Typical Digital File   | Typical File Size* | 500-GB Drive Holds Approx.** |
|-----------------|---|--|--------------------|------------------------------|
| Films and Video | High-Definition Media Content           | 2-hour, high-definition film                                     | 10 GB              | 50 films                     |
|                 |   | 1-hour, high-definition programme                                | 5 GB               | 100 programmes               |
|                 | Standard-Definition Media Content       | 2-hour, standard-definition film                                 | 2.25 GB            | 222 films                    |
|                 |   | 1-hour standard-definition programme                             | 1.12 GB            | 446 programmes               |
| Video Camera    | 1-hour, raw, uncompressed digital video | 12 GB  | 42 videos          |                              |
| Music           | Digital Audio Players                   | 4-minute song (128 kbps)   | 4 MB               | 125,000 songs                |
|                 |   | Lossless Audio (WMA/FLAC) (~1100 kbps)                           | 25 MB              | 20,000 songs                 |
|                 |   | Super HD 5.1 (11,000 kbps 6-channel surround sound) <sup>†</sup> | 230 MB             | 2,174 songs                  |
|                 |   | 30-minute audio programme (64 kbps)                              | 15 MB              | 33,333 programmes            |
| Photo           | Digital Camera                          | 4-megapixel photo <sup>‡</sup>                                   | 2 MB               | 250,000 photos               |
|                 | Mobile Phones                           | Mobile phone photo   | 0.4 MB             | 1,250,000 photos             |

\*File sizes (stated in decimal units) represent what is typical for current files.

\*\*The number of files a drive can hold is based on the drive containing only files of that type.

<sup>†</sup>MusicGigants digital surround sound

<sup>‡</sup>Canon digital camera

Other popular applications that need lots of storage are gaming and data backup. You and your customers can use the handy storage calculator at [http://www.seagate.com/images/flash/storage\\_calculator/en-gb.html](http://www.seagate.com/images/flash/storage_calculator/en-gb.html) to get a good idea of how much storage they need.

### Seagate® hard drives provide the best solutions

Seagate consumer electronics hard drives, including the new Seagate Pipeline HD™ and DB35 Series™ hard drives, are designed to help your customers make the most of their digital content at home, at work or on the go. To find out more about Seagate products for digital entertainment, go to [http://www.seagate.com/www/en-gb/digital\\_needs/](http://www.seagate.com/www/en-gb/digital_needs/).

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