



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 capitalize on this explosion in storage demand. To get some idea of the opportunity, look at the usage data in such popular areas as movies and videos, music and photos.

Specialized storage solutions for home media applications



Movies and video

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



Music

- 500 songs in 128 kbps format consume 2 GB of storage.¹
- Nearly 30 percent of people rip their CDs to put music on their computers and PMPs³
- Approximately 15 percent of people purchase music through an online service.³
- 22 percent of 18-to 24-year-olds have over 1,000 tunes on their PC hard drive.³
- 10 CD albums consume approximately 750 MB.¹



Photos

- Approximately 15 percent of 18-to 39-year-olds have over 1000 digital photos stored on their PCs.³
- The average digital photographer takes 68 pictures per month.⁴
- 52 percent of people archive ALL their images.⁴
- Only 24 percent of digital photos are ever deleted.⁴

¹ source: NAS file management system
² source: Parks Associates
³ source: ABI Research April 2007
⁴ source: IDC, 2007 US Consumer Digital Imaging Survey, Doc # 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.**
Movies and Video	High Definition Media Content	2-hour, high-definition movie	10 GB	50 movies
		1-hour, high-definition program	5 GB	100 programs
	Standard Definition Media Content	2-hour, standard-definition movie	2.25 GB	222 movies
		1-hour, standard-definition program	1.12 GB	446 programs
Video Camera	1-hour, raw, uncompressed digital video	12 GB	42 videos	
Music	Digital Audio Players	4-minute song (128 kbps)	4 GB	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) [†]	230 MB	2174 songs
		30-minute audio program (64 kbps)	15 MB	33,333 programs
Photo	Digital Camera	4-megapixel photo [‡]	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.
[†]MusicGiants digital surround sound
[‡]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-us.html to get a good idea of how much storage they need.

Seagate® hard drives provide the best solutions

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