Video Surveillance Trends Report

An inside look at how IT Executives and System Integrators are managing video surveillance data
What market trends are impacting the video surveillance market?

Seagate’s Global Customer Insights team surveyed nearly 1100 system integrators and enterprise IT executives across a wide range of industries in November 2014 to find out how organizations throughout the world are thinking about and using video surveillance footage to improve operations, security and other aspects of their business.

Respondents from organizations in the manufacturing, banking and financial services, technology, transportation, and retail industries in the US, UK, India, China and Brazil agree that the use of video surveillance and the strategic importance of video analytics to businesses worldwide is growing significantly—and quickly.

Topline Summary

» Use of video surveillance in business is growing, creating new challenges related to managing surveillance systems and storing the rapidly increasing volume of raw video footage.

» Most organizations use more than 200 cameras that are running non-stop around the clock—with no end in sight. The number of cameras and the value of video analytics are only expected to grow.

» Business expansion—mainly to enhance safety and security—triggers most investment in video surveillance, and larger capacity storage media is a central need for these system upgrades.
Organizations in the Banking and Finance industry represent the largest portion of the video surveillance market.

*Which of the following industries currently account for the most sales?*

**Industry Share of Use:**

- **21%** Banking/Finance
- **18%** Cloud Service Providers
- **8%** Retail/Wholesale
- **7%** Manufacturing
- **7%** Government
- **5%** Auto
- **5%** Media/Entertainment
- **29%** Other
  - 3% Telecom/Communications
  - 3% Transportation
  - 3% Professional Services
  - 2% Energy/Utilities
  - 2% Gaming
  - 2% Education

*Who’s using video surveillance now & how? What are the challenges? How do respondents expect usage to change?*
Businesses typically invest in video surveillance data when expanding.

What is driving growth in video surveillance data?

- **Business Expansion** 29%
  - New facilities, more locations, more employees

- **Safety & Security** 23%
  - General security concerns, crime prevention

- **Operational Efficiencies** 9%
  - Improve workflow, employee performance, video analytics
Organizations are using video surveillance mostly as a tool to enhance safety and security.

Why do you use video surveillance?

85% Safety & Security
61% Reduce Loss/ Theft
58% Vandalism Prevention

59% Monitoring Employee Activity
53% Optimizing Work Flows
52% Protection from Litigation

47% Harassment Prevention
48% Regulatory Compliance
39% Employee Training

Monitoring and improving employee performance are also important use drivers.
Most respondents use traditional storage solutions (85%) as well as some form of the cloud (83%) to store video footage.
More capacity and speed are top desires for video surveillance storage drives.

What features do you wish your current video surveillance storage drive had?

- More Capacity: 15%
- Faster: 11%
- More Reliability: 9%
Businesses are using many different types of video analytics.

### Types of Video Analytics

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
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<tbody>
<tr>
<td>Video Tracking</td>
<td>Determines location of persons or objects in the video signal</td>
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<tr>
<td>Motion Detection</td>
<td>Determines the presence of motion in the scene</td>
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<tr>
<td>Object Detection</td>
<td>Determines the presence of a type of object or entity, such as a person, car or smoke</td>
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<tr>
<td>Facial Recognition</td>
<td>Used to recognize and identify persons</td>
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<tr>
<td>Tamper Detection</td>
<td>Determines whether a camera or output signal has been disrupted intentionally</td>
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<tr>
<td>Shape Recognition</td>
<td>Recognizes shapes in the input video—often as part of object detection functionality</td>
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<tr>
<td>Automatic Plate Number Recognition</td>
<td>Used to recognize and identify motor vehicles</td>
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<td>Dynamic Masking</td>
<td>Used to block a part of the video signal based on the signal itself, often due to privacy concerns</td>
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<tr>
<td>Style Detection</td>
<td>Used to match video production processes with required style, often for television broadcast</td>
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<tr>
<td>Egomotion Estimation</td>
<td>Determines the location of a camera by analyzing its output signal</td>
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Respondents expect use of video surveillance and importance of video analytics to increase this year.

Please indicate how each of the following items have changed over the past 12 months/will change over the next 12 months.

- Number of Surveillance Cameras will increase: **74%**
- Importance of Video Analytics will increase: **74%**
- Storage Time for Surveillance Data will increase: **66%**
- Strategic Value of Video Surveillance will increase: **75%**
- Number of Problems Managing Video Surveillance Data will increase: **60%**
Cameras are running 24/7, especially in organizations located in the US and China.

*In general, are your surveillance cameras recording non-stop for 24 hours a day?*

Among all respondents, **88% say YES**

Surveillance cameras are recording non-stop for 24 hours a day.

- **In the US** 94% say YES
- **In China** 97% say YES
Companies are increasing the number of surveillance camera in use.

How many surveillance cameras does your entire organization collect data from?

Most respondents reported 249 cameras (median) are collecting video surveillance data.

Median Number of Cameras in use by Country

<table>
<thead>
<tr>
<th>Country</th>
<th>Median Number of Cameras</th>
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<tbody>
<tr>
<td>United States</td>
<td>349</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>349</td>
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<tr>
<td>India</td>
<td>249</td>
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<tr>
<td>China</td>
<td>249</td>
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<tr>
<td>Brazil</td>
<td>174</td>
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<tr>
<td>India</td>
<td>249</td>
</tr>
<tr>
<td>China</td>
<td>249</td>
</tr>
<tr>
<td>Brazil</td>
<td>174</td>
</tr>
</tbody>
</table>

Companies are typically collecting data from more than 200 cameras.

Please indicate how each of the following items have changed over the past 12 months: Number of surveillance cameras.

34% of respondents say they’ve significantly increased the number of surveillance cameras over the past 12 months.
System maintenance is the top video surveillance storage challenge for end users.

What are your organization’s challenges with using your existing primary storage media when storing video surveillance footage?

- **Maintenance**: 47%
- **Capacity**: 44%
- **Data Recovery**: 44%
- **Reliability**: 40%
- **Speed**: 40%
- **Cost**: 38%
If surveillance footage is deleted before 60 days, most respondents say it’s a data storage capacity issue—not a reflection of perceived value of the footage.

On average, for how long does your organization keep its video surveillance footage before it is deleted?
You indicated your organization keeps its video surveillance footage for [time period]. Why is that?

- **Less than 30 days**: 11%
  - Reason: Limited storage capacity, 23%

- **30-60 days**: 23%
  - Reason: Limited storage capacity, 28%

- **60-90 days**: 14%
  - Reason: Risk management
    Just in case we need it, 39%

- **90 days to one year**: 23%
  - Reason: Risk management
    Just in case we need it, 23%

- **1 year +**: 27%
  - Reason: Risk management
    Just in case we need it, 39%
Use of Video Surveillance in business settings is growing.

Respondents agree that video surveillance:

- Is a priority (93%)
- Is becoming more challenging to manage (87%)
- Will receive increased infrastructure investment (94%)

Respondents project a median 49% increase in the company’s investment in video surveillance this year.

Most respondents agree that surveillance footage will increase by 79%.

By how much will the amount of video surveillance footage collected change for your organization/your customers over the next 12 months?

- 17% will decrease (0%)
- 15% will stay the same (9%)
- 10% will increase (88%)
Most businesses will manage the increased demands for storing video surveillance footage by increasing capacity.

Which of the following best describes how your organization will manage the increase in video surveillance footage?

- **68%** will buy larger capacity storage media
- **63%** will buy new data storage systems/solutions
- **57%** will buy surveillance-optimized or video-optimized storage media
- **55%** will buy faster storage media
- **26%** will store less of other types of data to make room for more surveillance data

Visit Seagate.com/surveillance to learn how surveillance optimized hard drives can improve the quality and usefulness of your video surveillance system.