

Video Surveillance Trends Report

**An inside look at how
IT Executives and System Integrators
are managing video surveillance data**



Video Surveillance Trends:

Find out 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.



Who's using video surveillance now & how?



What are the challenges?

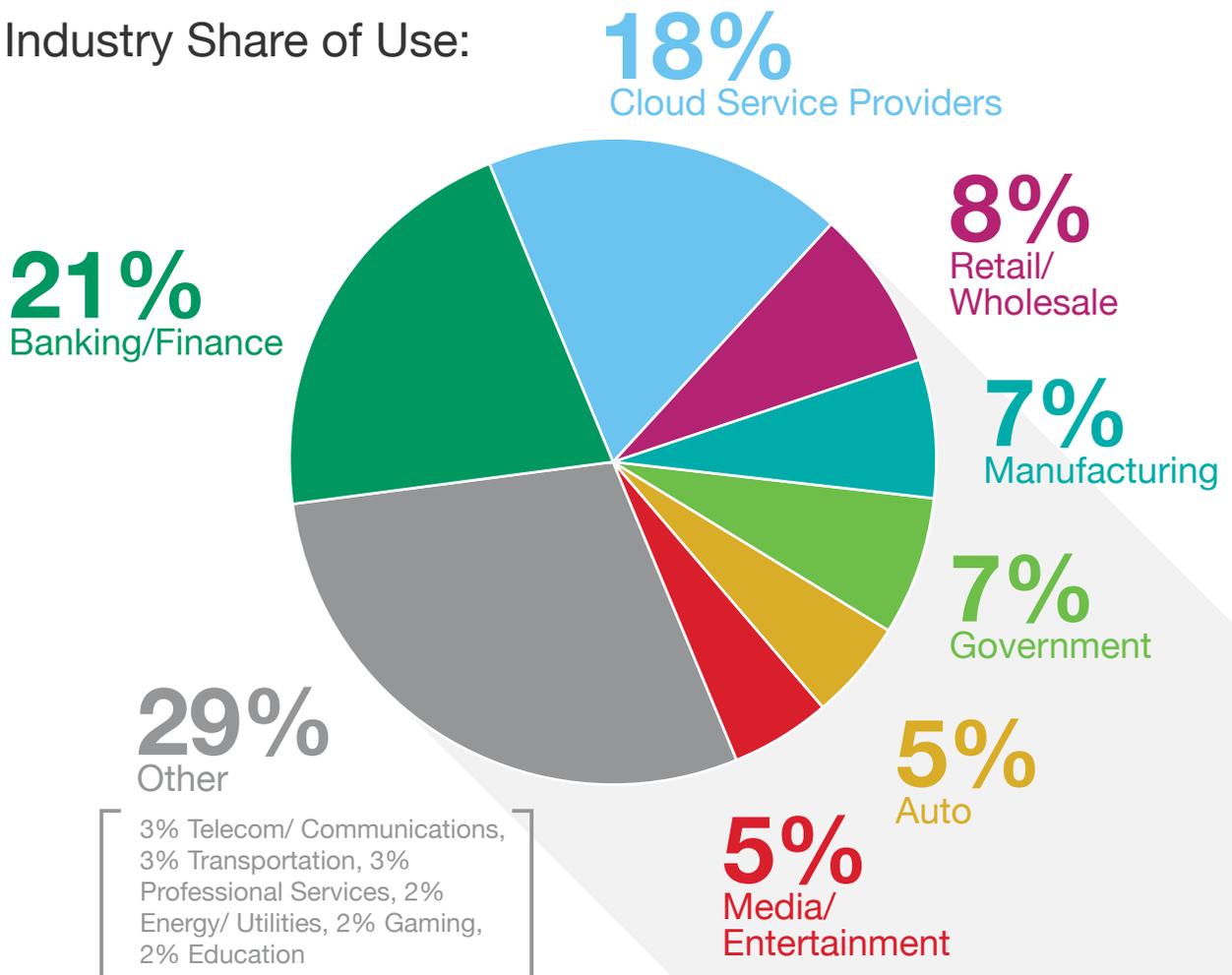


How do respondents expect usage to change?

Organizations in the Banking and Finance industry represent largest portion of the video surveillance market.

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

Industry Share of Use:



Businesses typically invest in video surveillance data when expanding.

What is driving growth in video surveillance data?



29%

Business Expansion

New facilities, more locations, more employees



23%

Safety & Security

General security concerns, crime prevention



9%

Operational Efficiencies

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

Monitoring and improving employee performance are also important use drivers.



59%
Monitoring Employee Activity



53%
Optimizing Work Flows



52%
Protection from Litigation



47%
Harassment Prevention



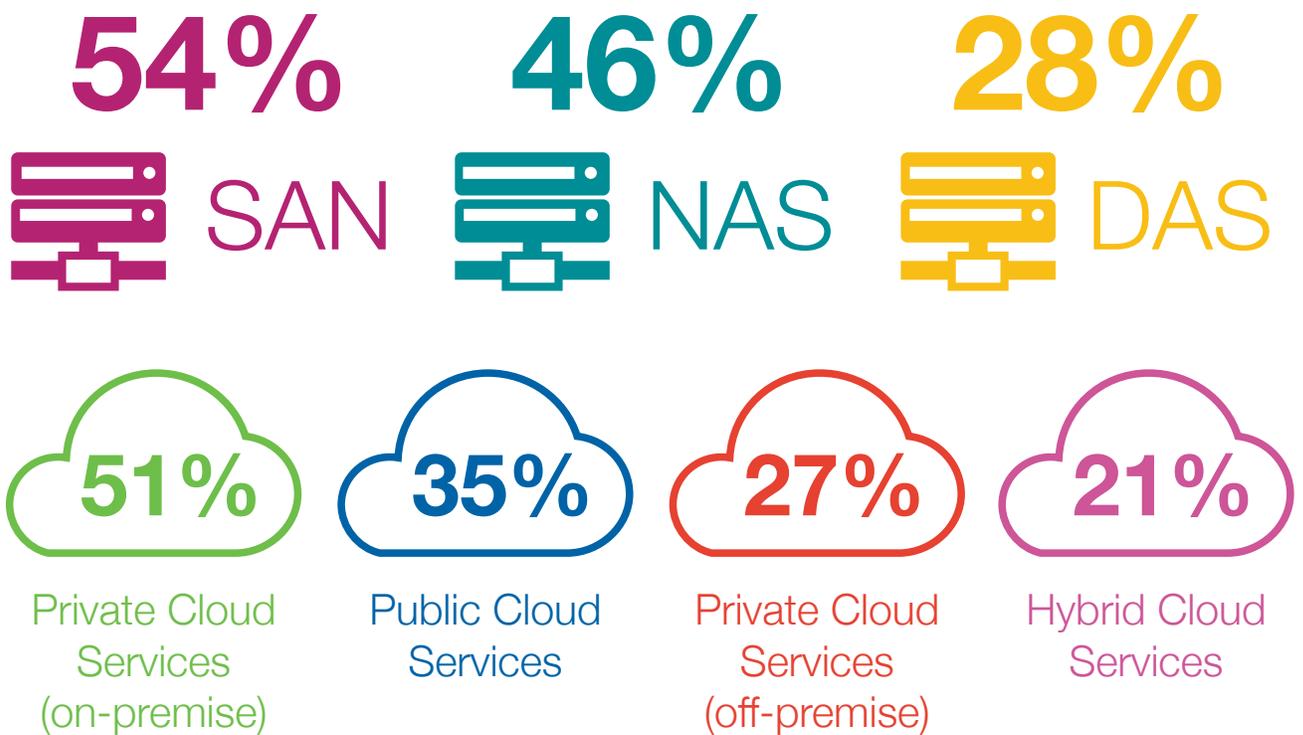
48%
Regulatory Compliance



39%
Employee Training

Most respondents use traditional storage solutions (85%) as well as some form of the cloud (83%) to store video footage.

What type(s) of storage systems and solutions does your organization currently use for storing its video surveillance footage?

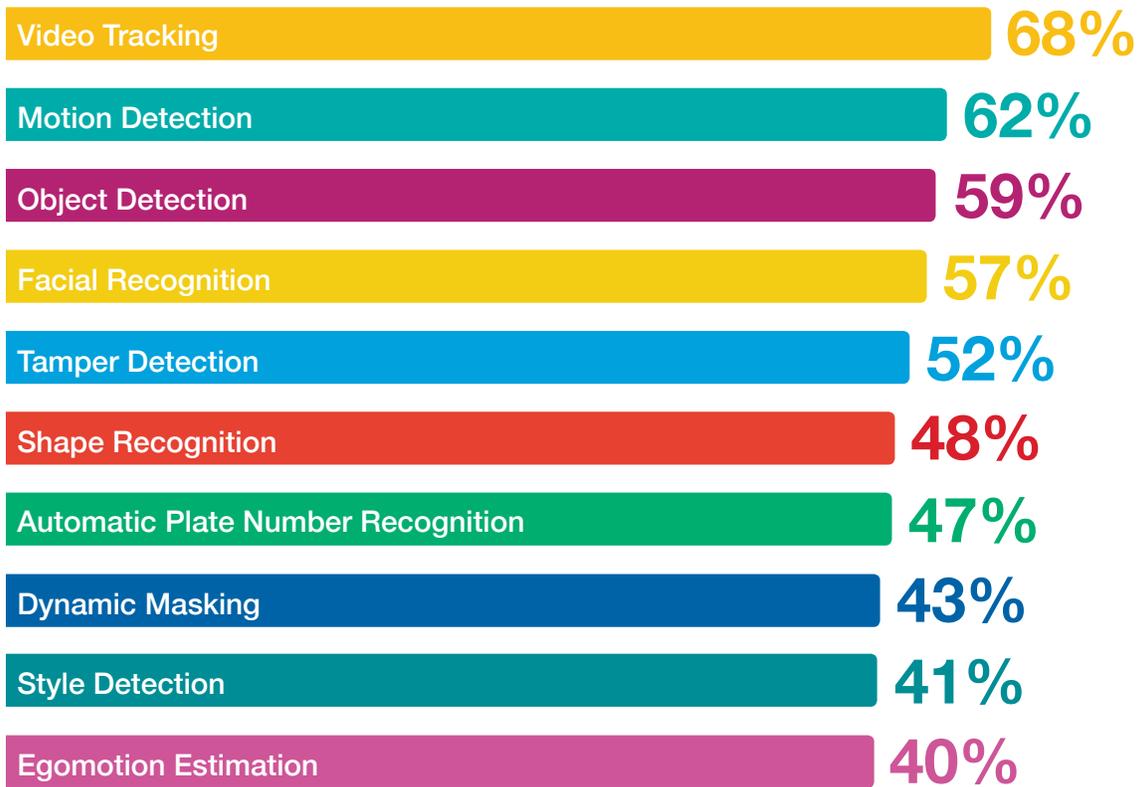


More capacity and speed are top desires for video surveillance storage drives.

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



Businesses are using many different types of video analytics.



Types of Video Analytics	
Video Tracking	Determines location of persons or objects in the video signal
Motion Detection	Determines the presence of motion in the scene
Object Detection	Determines the presence of a type of object or entity, such as a person, car or smoke
Facial Recognition	Used to recognize and identify persons
Tamper Detection	Determines whether a camera or output signal has been disrupted intentionally
Shape Recognition	Recognizes shapes in the input video– often as part of object detection functionality
Automatic Plate Number Recognition	Used to recognize and identify motor vehicles
Dynamic Masking	Used to block a part of the video signal based on the signal itself, often due to privacy concerns
Style Detection	Used to match video production processes with required style, often for television broadcast
Egomotion Estimation	Determines the location of a camera by analyzing its output signal

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

Organizations are typically collecting data from more than 200 cameras.

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



Companies are increasing the number of surveillance camera in use.

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?



47%

Maintenance



44%

Capacity



44%

Data Recovery



40%

Reliability



40%

Speed



38%

Cost

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?*



11%

Less than 30 days

Reason: Limited storage capacity, 23%



23%

30-60 days

Reason: Limited storage capacity, 28%



14%

60-90 days

Reason: Risk management
Just in case we need it, 39%



23%

90 days to one year

Reason: Risk management
Just in case we need it, 23%



27%

1 year +

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%)

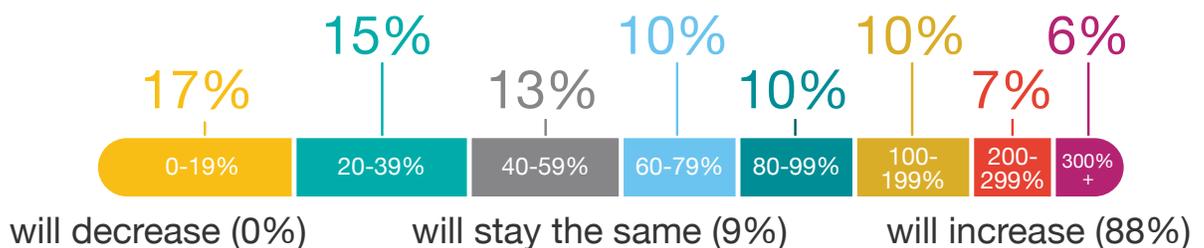


Will receive increased infrastructure investment (94%)

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

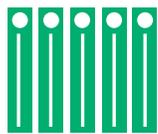
Most respondents agree that surveillance footage will increase by 79%.

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



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](https://www.seagate.com/surveillance) to learn how surveillance optimized hard drives can improve the quality and usefulness of your video surveillance system.