

FUN FACTS

10 February 2015

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Present on behalf of Western Digital Technologies, Inc.

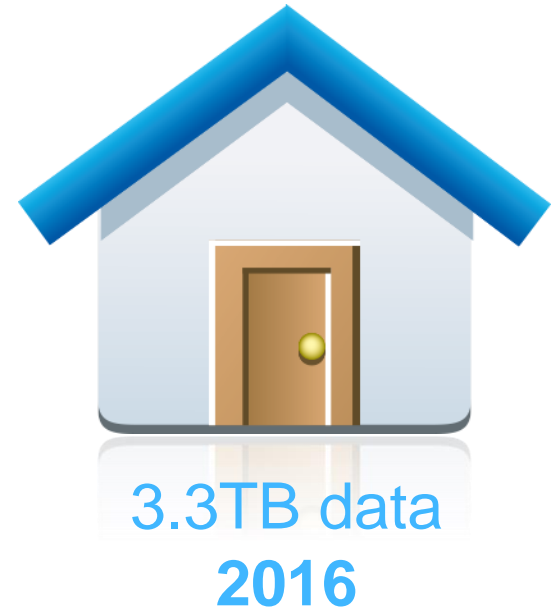
FUN FACTS

Facebook copies every
photo uploaded to at least
6 different servers
in up to
16 different resolutions



FUN FACTS

The average home will have
3.3TB of data by 2016



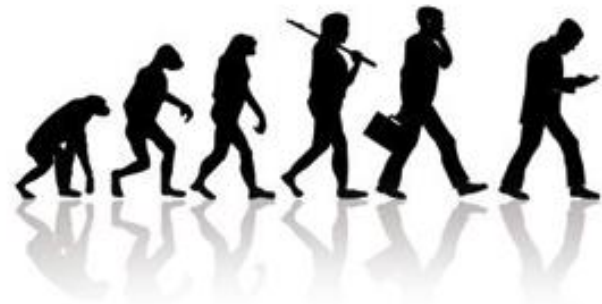
FUN FACTS

48 hours of video are uploaded to YouTube every minute, resulting in nearly **8 years** of content everyday



FUN FACTS

Google's Eric Schmidt claims that every **two days** now we create as much information as we did from the dawn of civilization up until **2003**



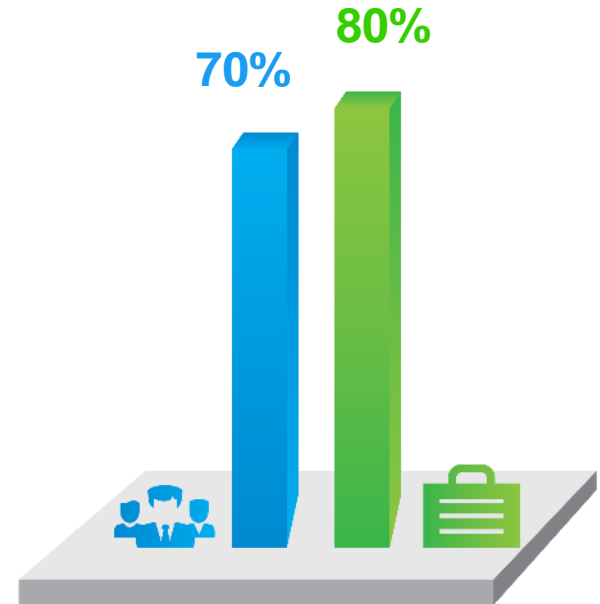
FUN FACTS

Data collection volume increased by **400% in 2012**, from an average of **10 collection events per page to 50**



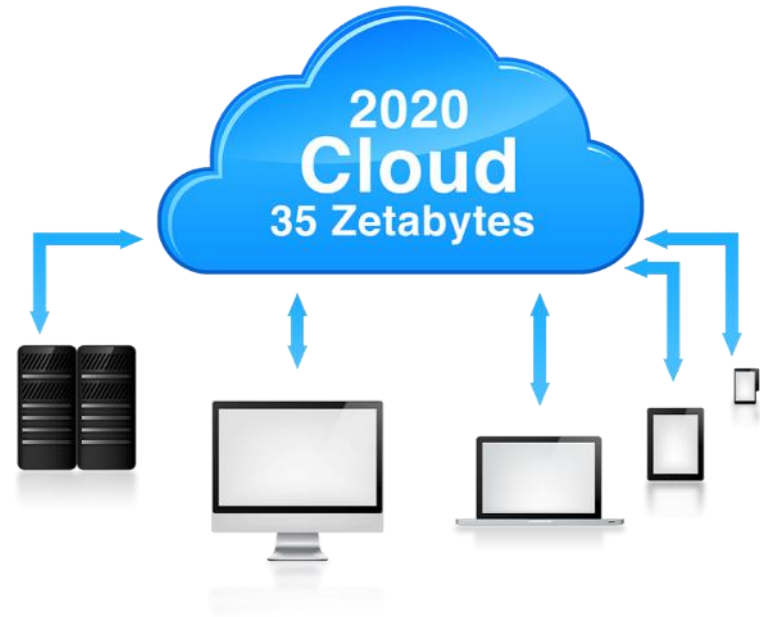
FUN FACTS

70% of data is created by individuals – but enterprises are responsible for storing and managing **80%** of it.



FUN FACTS

By 2020 one third of all data will be stored, or will have passed through the cloud, and we will have created **35 Zetabytes worth of data**



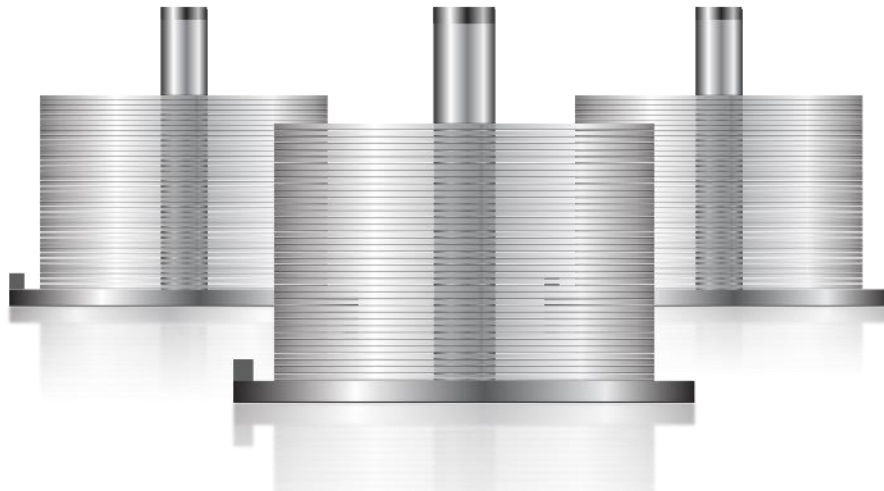
FUN FACTS



Stacking a pile of CD-ROMs on top of one another until you'd reached the current global storage capacity for digital information would stretch

80,000 km beyond the moon

80,000 km



FUN FACTS

Since 1826, **over 400 billion** photos have been taken. >10% of that was taken last year.

Since 1826 —————> over 400 billion

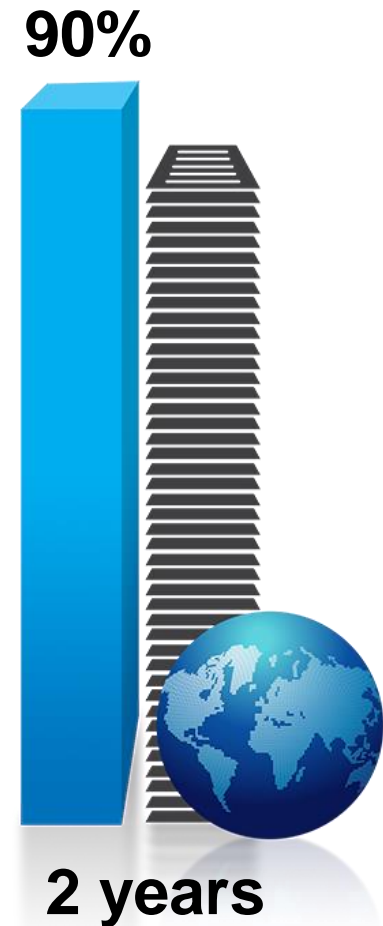


2013 >10%



FUN FACTS

90% – Percentage of the
World's data created in the
last **2 years**



FUN FACTS

2.7 billion – Average number of “likes” and “comments” posted on Facebook daily.



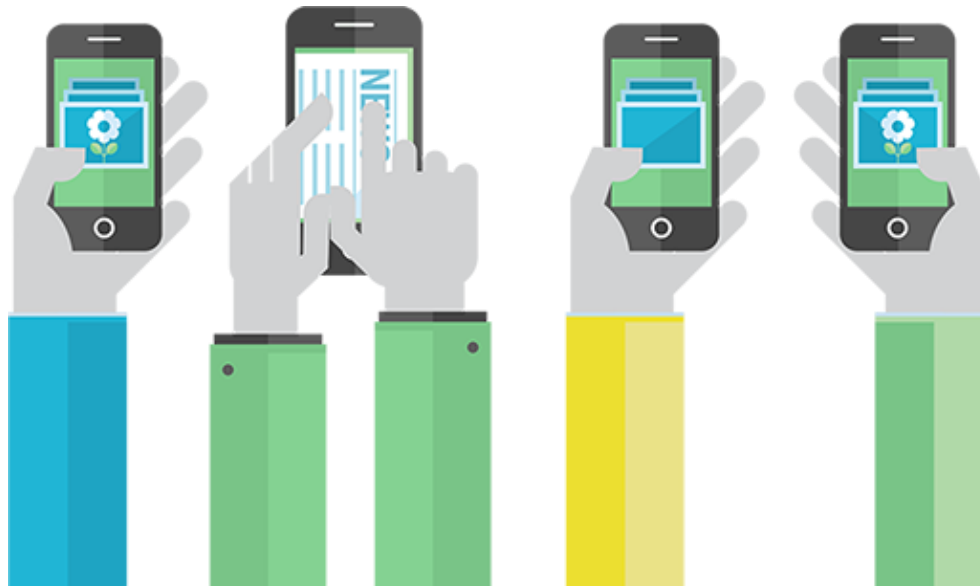
FUN FACTS

There are nearly as many pieces of digital information as there are **Stars** in the **Universe**



FUN FACTS

37% – Percentage of super-connected multi-channel consumers who had **2+ mobile devices in 2011**, considered to be “always addressable.”



FUN FACTS

Every hour, enough
information is consumed
by internet traffic to fill
7 million DVDs.
Side by side, they'd
scale Mount Everest 95 times.



FUN FACTS

247 billion e-mail messages are sent each day...
up to **80% of them are spam.**



FUN FACTS

We can expect a **40-60 percent** projected annual growth in the volume of data generated, while media intensive sectors, including financial services, will see year on year data growth rates of **over 120 percent.**



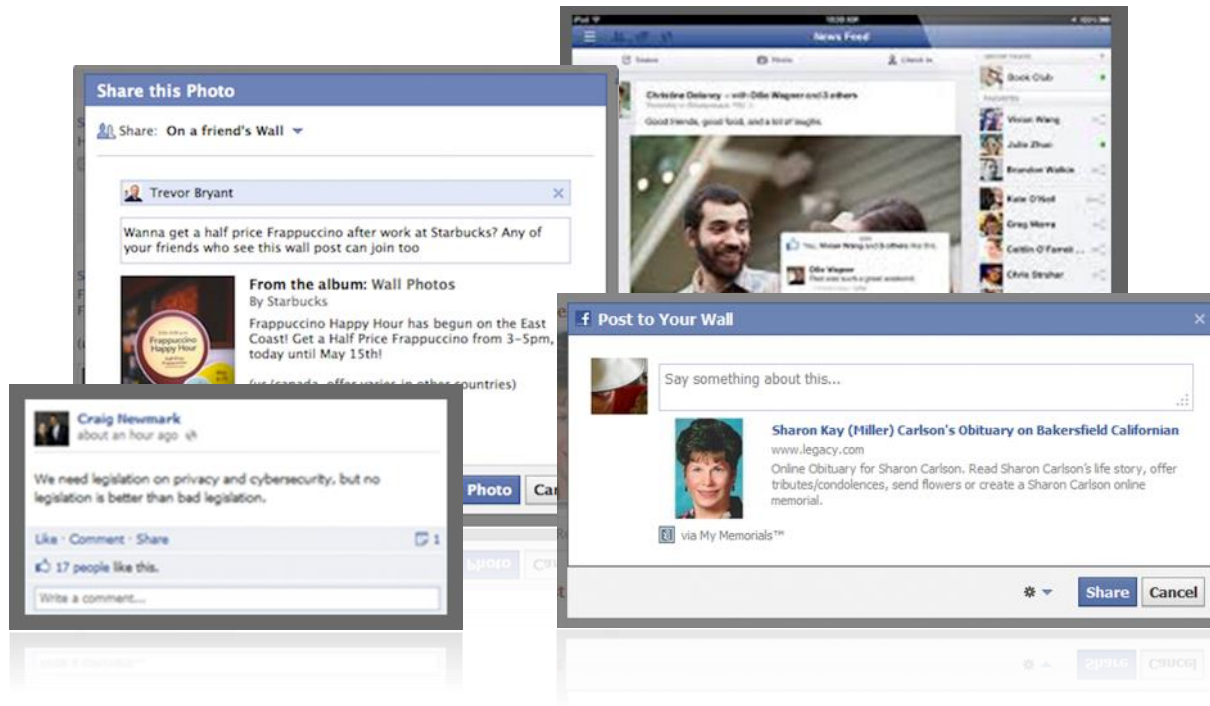
FUN FACTS

The world's **500,000+ data centers** are large enough to fill 5,955 football fields.



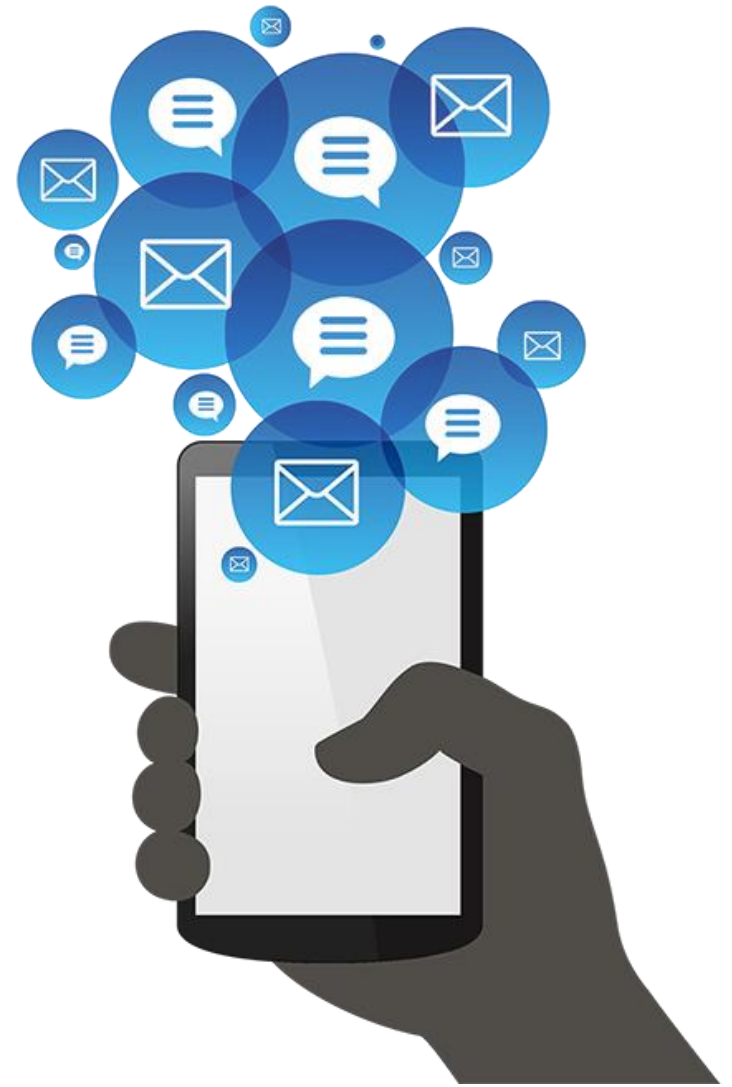
FUN FACTS

There are **30 billion** pieces of content shared on Facebook every day.



FUN FACTS

People wishing each other Happy New Year drove a **500%** surge in smartphone data within just one year, according to 3UK whose customers used a whopping **80 terabytes (TB)** on the 31st December compared to just **14 TBs** on the same day on a year before.



Thank You

Presenter's Name

Presenter's Title