The Capacity Management Challenge is GROWING

How much media do you have?

- 1-5TB: 33%
- 5-20TB: 42%
- 20TB+: 7%

Do you face on-going capacity challenges?

- Hard to find assets: 58%
- “It’s often easier to re-shoot stuff than to find what we already have”

Challenge grows as media expands

- 73% of MAM or database users report time-consuming media management

Still using Excel sheets to find media

- Even studios with over 500TB capacity!

Planning to use AI/ML tools to enrich metadata by 2021

- 79%

Media Search is EVEN MORE CHALLENGING

- 30%

Hybrid Cloud is GROWING

- TODAY: 16% HYBRID
- TODAY: 17% CLOUD ONLY
- TODAY: 67% ON-PREM. ONLY
- 2021: 78% HYBRID
- 2021: 9% CLOUD ONLY
- 2021: 13% ON-PREM. ONLY

TODAY 2021

Hybrid Cloud Storage (cloud + on-prem) is the Future

The Great Migration

- 51% of tape users are MOVING TO DISK by 2021

TODAY

- 53% DISK
- 32% TAPE
- 15% OTHER

2021

- 32% DISK
- 51% TAPE
- 17% OTHER

NAB SURVEY

Cloudian conducted this survey during the NAB Show, held April 7-12, 2018 in Las Vegas, NV. The results are based on more than 300 in-person interviews.

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