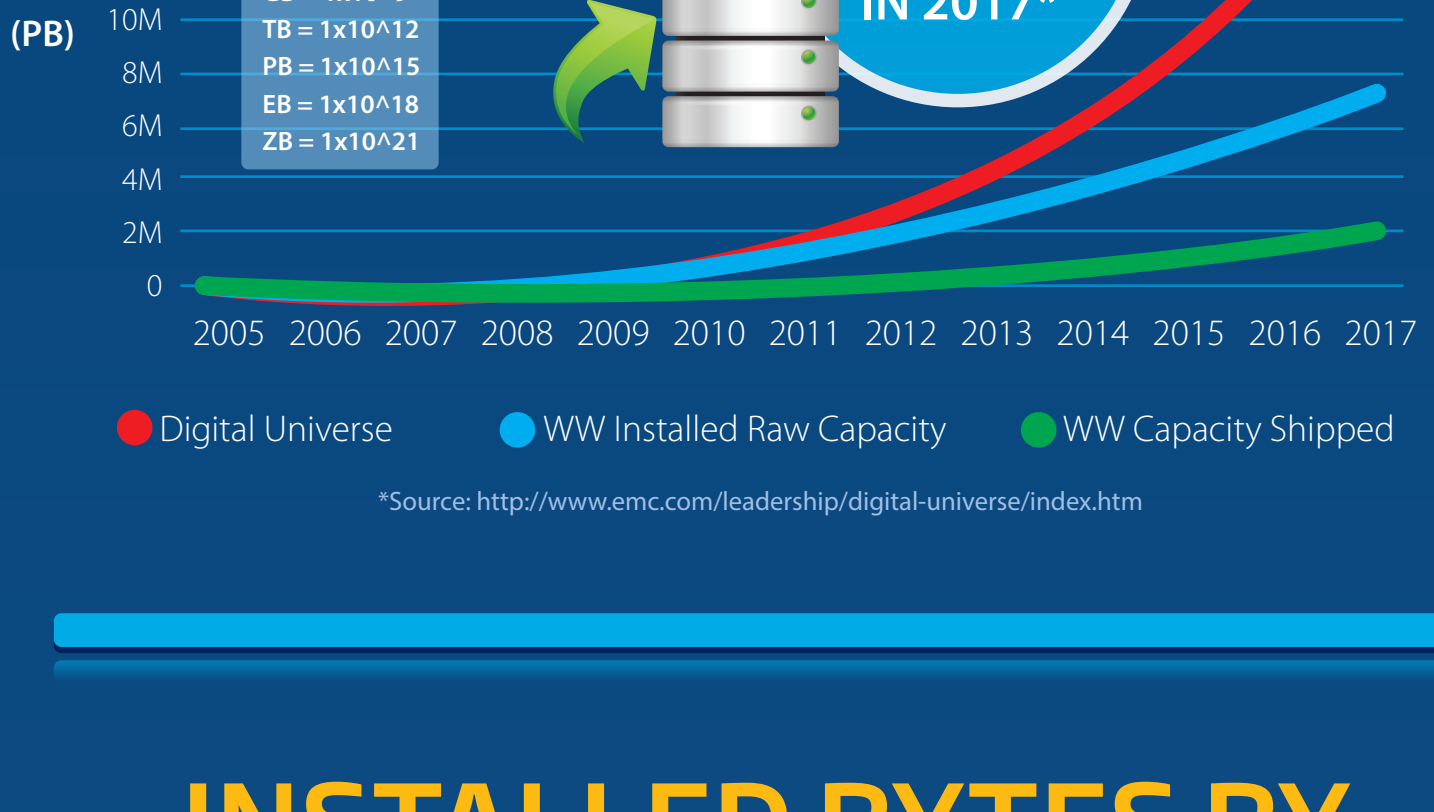


# WHERE IN THE WORLD IS STORAGE

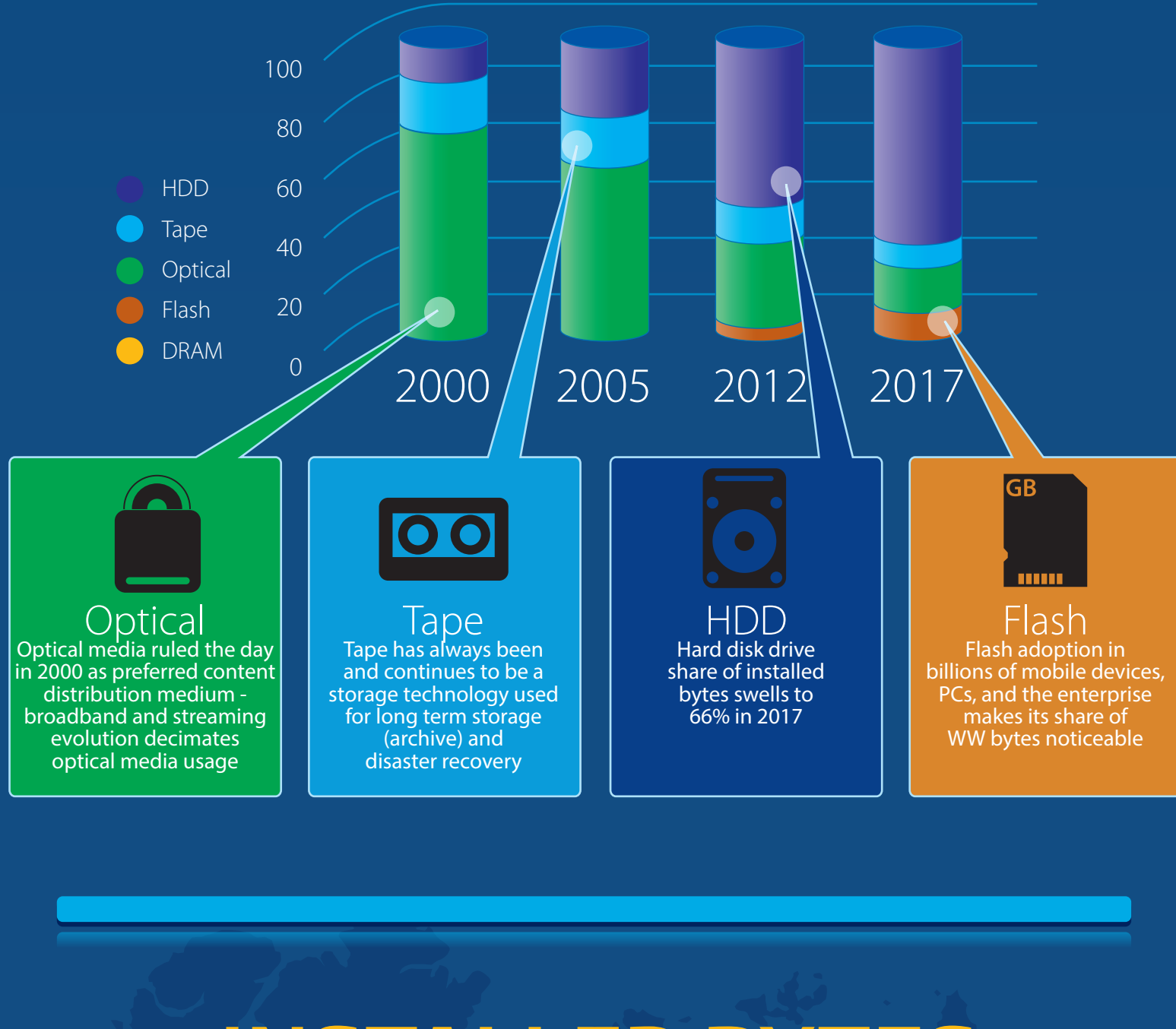
Byte Density Across the Globe

## THE GROWING IMPORTANCE OF DATA

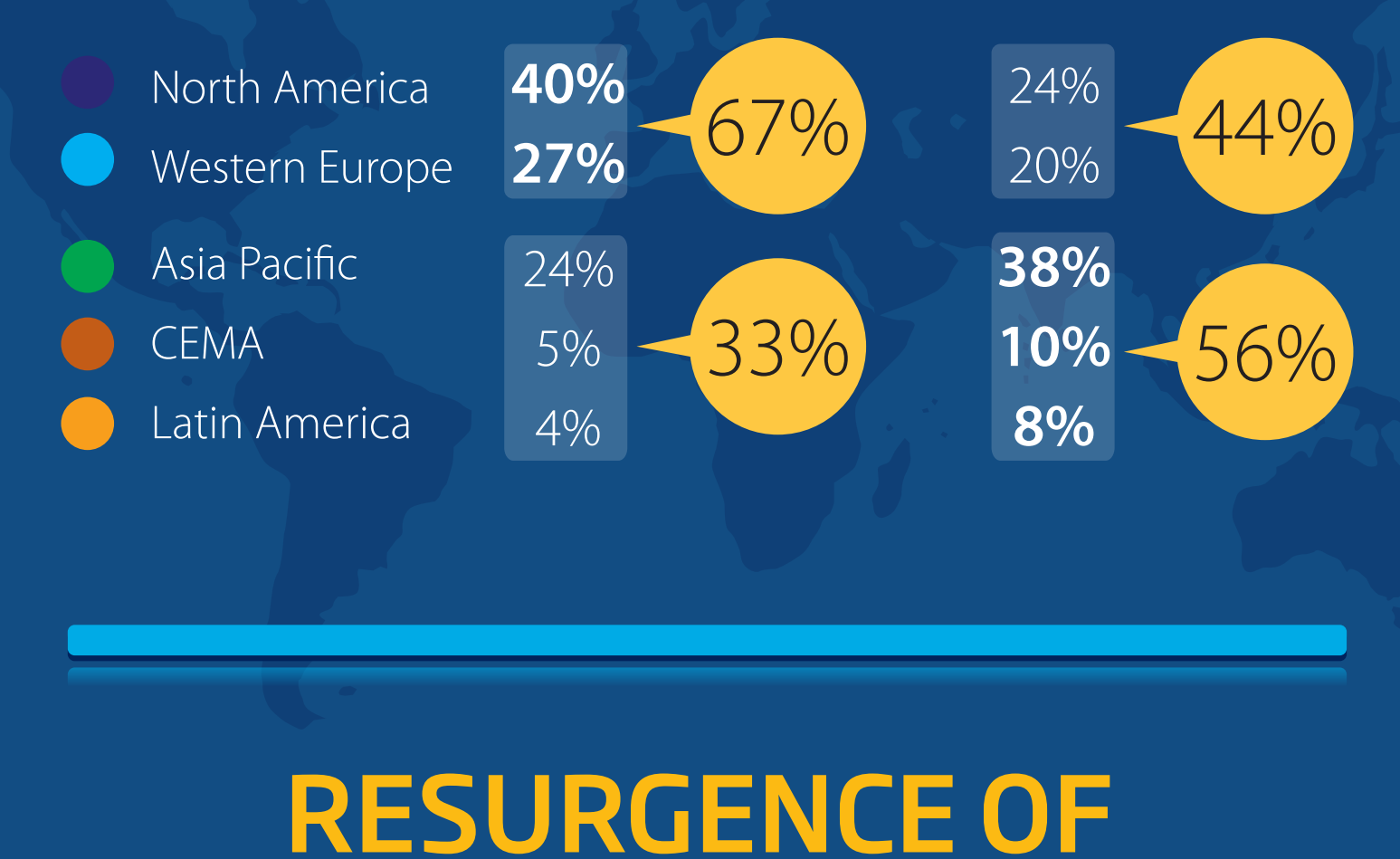
Compare digital universe with WW installed raw capacity with WW capacity shipped



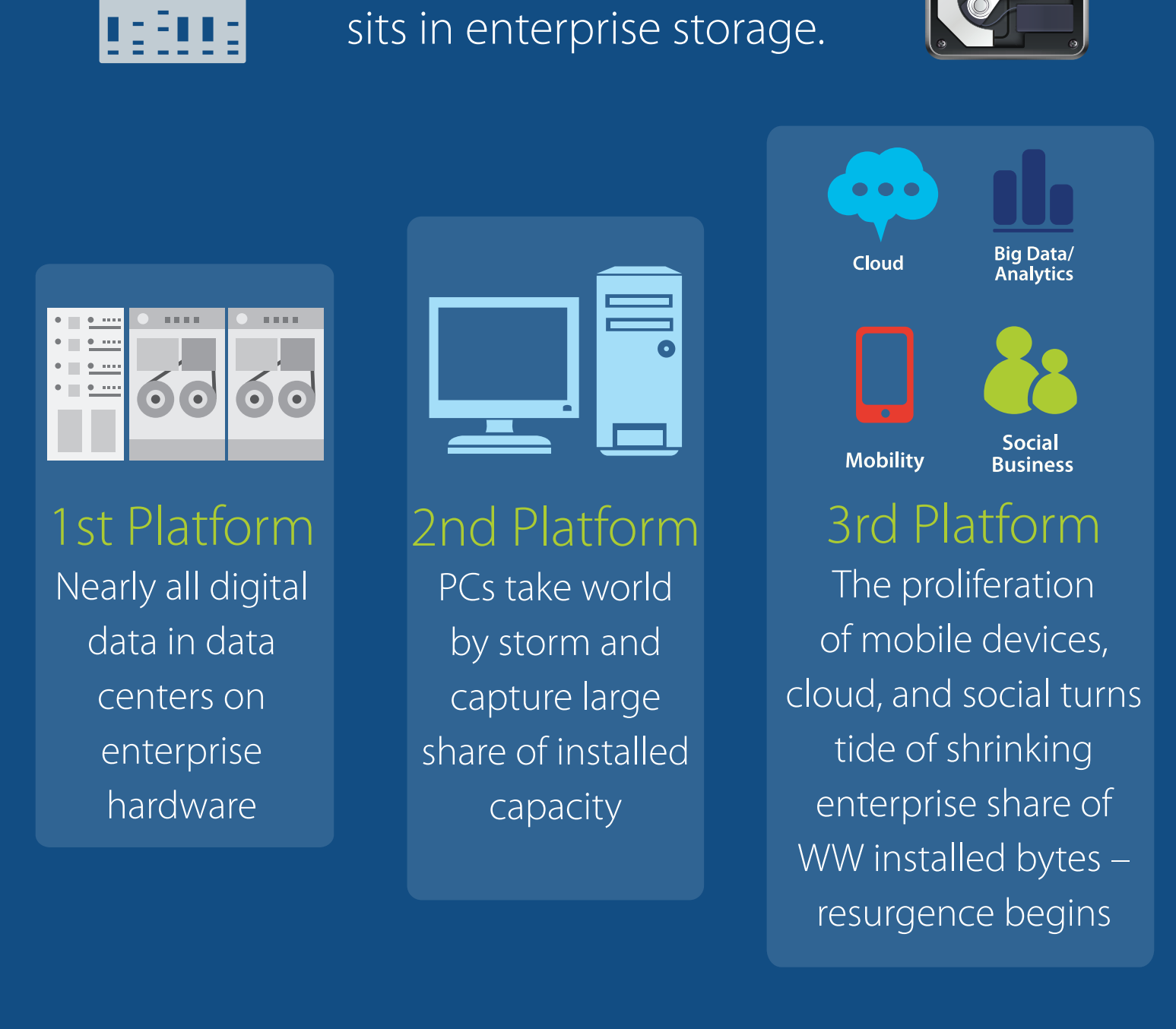
## INSTALLED BYTES BY MEDIA TYPE WORLDWIDE



## INSTALLED BYTES BY REGION

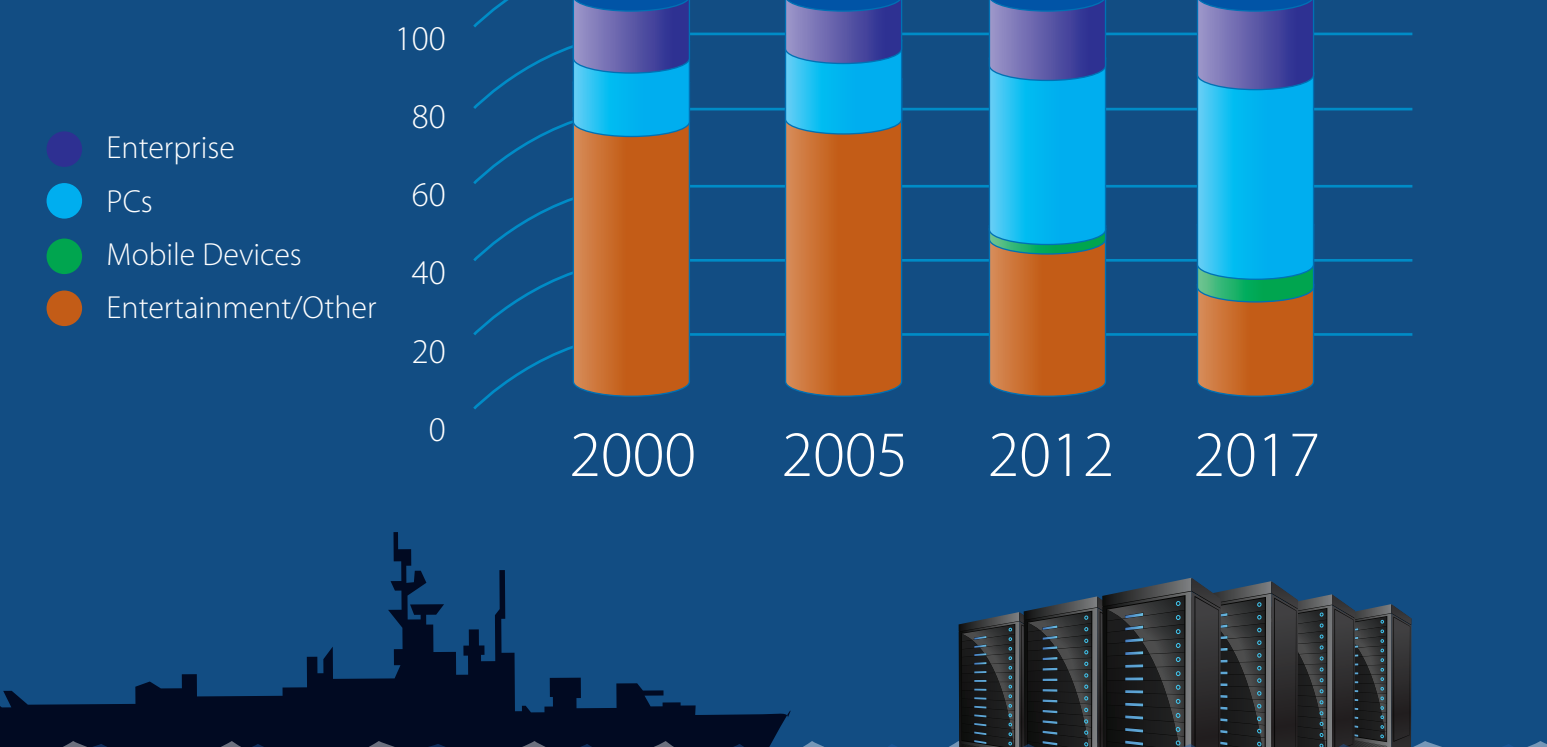


## RESURGENCE OF ENTERPRISE DOMINANCE

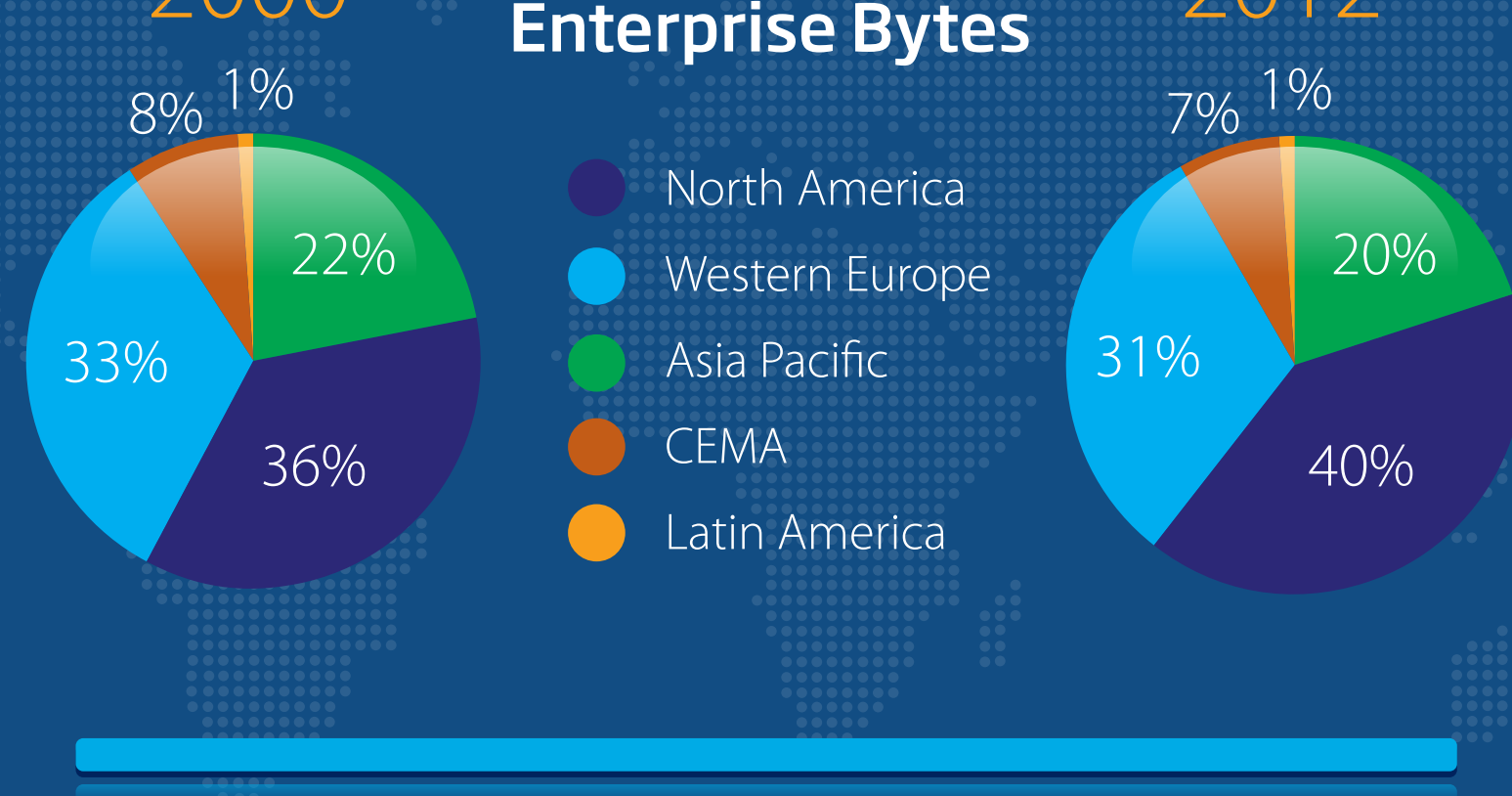


## INSTALLED BYTES BY USAGE

But where do the most important bytes reside? Enterprise!



"Whoever rules the waves, rules the world" (Alfred T. Mahan)      Might it now be true that "Whoever owns the data..."



## TOP 10 COUNTRIES Installed Raw Capacity (All Media Types)

Rank	2000	2005	2012
1	USA	USA	USA
2	Japan	PRC	PRC
3	Germany	Japan	Germany
4	PRC	Germany	Japan
5	United Kingdom	United Kingdom	United Kingdom
6	France	France	Brazil
7	Korea	Italy	France
8	Italy	Brazil	India
9	Canada	Korea	Russia
10	Australia	Canada	Korea

Country ranking with respect to its total installed raw capacity

## 369GB PER CAPITA Top/bottom 5 For 2012\*

Globally \*out of 48 countries analyzed

