Storage Alternatives: From a Multitude of Local Storage Choices to Anything on Demand

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Danielle Levitas
VP, Consumer & Broadband Research

www.idc.com
Agenda

Key Themes in Consumer Markets
Growth of Broadband and Networking
CE Integrates Storage
Growth of Digital Content Services and Devices
Key Themes Running Through the Consumer Market

Transition to digital — devices, content, interconnects

Increased demand for mobility — portable audio, video gaming, communication/information

Content protection vs. fair use

Networking — to share, manage, maximize value

Growing storage needs — local/central; all types

Flexibility in usage, evolving biz models, delivery

…and of course, pricing pressure
Broadband Adoption Trends, 2009

% of Total Households

Source: IDC, 2005
Consumer Electronics Have Growing Storage Requirements

Portable MP3 players
- 2005: 105M → 2009: 182M

Digital video recorders
- 2005: 16.8M → 2009: 41.2M

Game consoles
- 2005: 23.3M → 2009: 31.5M

Digital cameras
- 2005: 88M → 2009: 82M

DVD Players & Recorders
- 2005: 140M → 2009: 180M

... Automotive apps, cell phones, digital video cameras, PMPs, handheld gaming
Emerging IP Services

Online gaming (PC and console); wireless gaming

Online and wireless music services

IP video services
  - IPTV: a multi-channel pay-TV service, initially offered by Telcos
  - IP VOD: a la carte on demand video services

These services can deliver to PCs, STBs or other networked CE devices in the future
What Does This All Mean?

Good news for all – there are billions of consumers.

Different people will use different devices and services.

Diverse content will allow for multiple storage products … and many access solutions.
Questions?

Please email me at
dlevitas@idc.com