



LTO NewsBytes

MAY 2017

LTO Technology Reaches Tape Media Shipment Milestone

The LTO Program is pleased to announce a new record, 96,000 PB of total compressed tape capacity shipped in 2016! This record represents a 26.1 percent growth in tape capacity shipped over the LTO Program's 2015 numbers. To put this monumental amount into perspective, one PB of data is equivalent to roughly 13.3 years of HD video. Multiply that by 96,000 for a better understanding of the sheer amount of data capacity shipped in 2016!

But what do all these numbers mean? This milestone in tape cartridge shipments indicates that customers continue to rely on low-cost, high-density tape as part of their current data protection and retention strategies and evolving tape technologies are becoming attractive to new areas of the market. With greater penetration of LTO-7 and LTO-6 tape technology in the marketplace, the amount of total compressed tape capacity continues to skyrocket.

Read the full Tape Media Shipment Report and press release [here](#).

A Growing Demand for Tape Technology

The demand for tape media is being fueled for a variety of reasons:

One reason for this progress is the exponential data growth and expansion across industries including Digital Video Surveillance, Media and Entertainment and Government Video. For example, in the entertainment industry, a rising demand for higher-quality content, 4K and upcoming UHD formats, is causing a rapid growth in digital data and increasing the demand for effective and affordable storage solutions.

Another area that has been contributing to year-over-year growth of tape is organizational requirements to retain data for extended periods of time across verticals. Government and business regulations are also requiring organizations to maintain an expanding amount of content for longer periods of time, driving up storage costs and other associated fees such as electricity, IT personnel and physical storage space. Industries such as healthcare and credit card companies are required to store content for a minimum of three years and some types of data are mandated to be kept indefinitely, depending on their categorized value.

With these current trends in data growth and retention in mind, the role of tape in this digital era will remain indispensable. Tape offers a cost-effective and low-energy solution for enterprise storage, yielding the highest return on investment (ROI) over a 10-year period, the more data stored on tape for long periods of time, the more money is saved!

For more information on how tape technology can improve workflow across multiple verticals read on, and follow us on [Twitter](#) and [LinkedIn](#)!

TAPE SAVES
COST · ENERGY · DATA · COMPANY

Next steps for the LTO Program:

IBC 2017

September 15-19, 2017 in Amsterdam

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