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Data Storage for Entertainment Report

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This report focuses on new and emerging entertainment applications that will push the data storage industry into a new level of growth. Everything will become digital and be digitized, including our entertainment. This will require high-end storage systems for the distribution of entertainment content as well as local and personal data storage for access to this content. The consequences of digitization of all content; books, video, TV, radio, music, odors, and games will place new demands on storage performance as well as a trade-off with cost. Initial forecasts provided in this report indicate that non-PC data storage markets will consume approximately 85 million storage devices in 2002, of which approximately 55 million will be disk drives.

These new applications such as storage for streaming media and content distribution on the enterprise side as well as personal storage for such things as personal video recorders and digital cameras in addition to the expansion of existing markets are the key to continued success of the data storage industry. Entertainment will impact all levels and form factors in the storage infrastructure. The convergence of home entertainment systems as well as personal entertainment systems with data access systems provide enormous market opportunities and will create entirely new types of products and services.

The data storage industry is one of the greatest business and engineering success stories over the last half century. The success of the personal computer has been a primary driving force behind this growth in data storage, but PC-driven growth is slowing and new markets such as entertainment storage are beginning to provide a greater boost to the continued growth of the data storage market.

Furthermore, as the technology has advanced, the price of data storage has declined making large capacity storage devices available for more applications and allowing new disk form factors to be viable. The current cost of disk drive storage is now less than $0.02 per megabyte.

This report analyzes these new markets for storage in entertainment and provides estimates on the market requirements for storage as well as technical specifications and cost goals required for the different applications. The report also has a forecast section that estimates the size of the various markets from 2000 to 2005. This report will cover disk drive technology, flash memory, floppy disk drives, optical disk drives and some tape products for these emerging markets.

Some of the markets covered in this report include:

- Digital cameras
- Video cameras
- Personal video recorders and smart TVs
- Video games
- Electronic theaters
- Video on demand
- Streaming content delivery
- Video production and distribution
- Games
- Digital audio players
- Digital video players
- Hotel and airline entertainment systems
- E-books and audiobooks
- Digital music

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