

INFOGRAPHIC

Digitization is the Star of Media and Entertainment

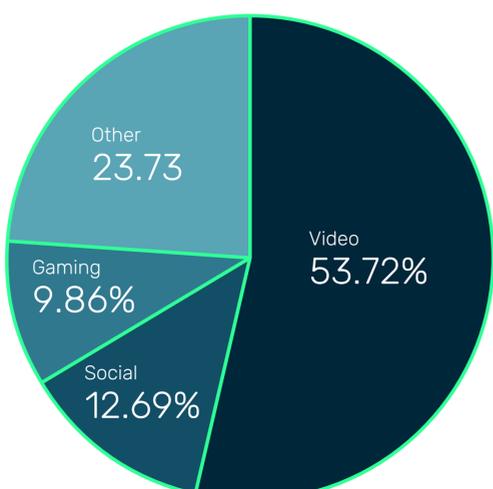
THE STORY STARTS WITH DATA

According to the latest estimates, **328.77 billion gigabytes (GB) of data** are created each day.¹

Now put that through the Media and Entertainment (M&E) lens...

To stream the movie *Top Gun: Maverick* in high definition, you use about 6 GB.² If you spend an hour a day on Instagram or Twitter, you'll consume about 2.7 GB per month.³

Do the math, and you'll see how the data adds up in media and entertainment.

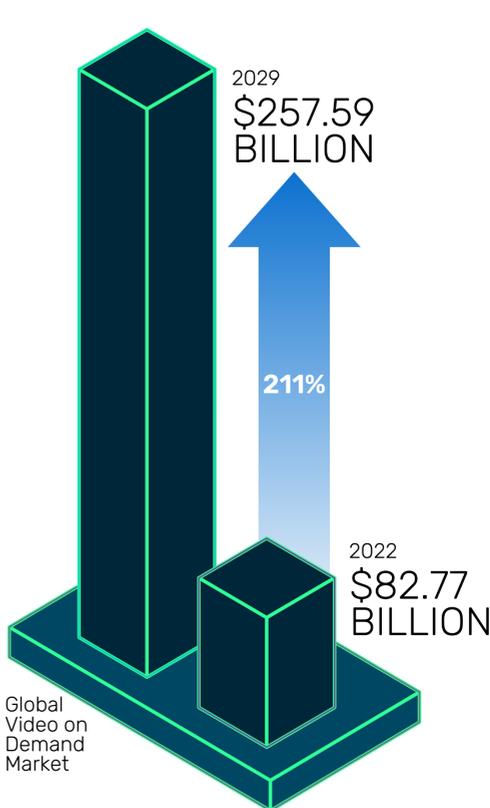


Video, social media and gaming account for more than 75% of all global internet data traffic.

Video (53.72%), social (12.69%) and gaming (9.86%) categories make up more than 3/4s (76.27%) of all internet data traffic.¹

As on-demand content and data grow exponentially, so does the revenue generated from it.

The global video on demand market is projected to grow 211% from \$82.77 billion in 2022 to \$257.59 billion by 2029.⁴



Take a cue from more than half the world's population - social media also plays a leading role for content creators and in the data tsunami.

Nearly 60% of the world's 8.01 billion population is active on social media, equaling 4.76 billion users.⁵



Ready for Our Close-Up

Whether it's movie studios or distributors, digital streaming platforms, gaming or any business in the industry, M&E enterprises need to streamline workflows running through networks and clouds - where the data and services that are the tools of the trade sit.

Read the latest CoreSite white paper to learn how the real M&E superstars are optimizing how their data is processed, managed and stored while maximizing monetization with hybrid cloud and next-gen networks.

[DOWNLOAD THE WHITE PAPER](#)



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5. Global Social Media Statistics Research Summary 2023, Smart Insights

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