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**SYNOPSIS**

This Market Focus analyzes consumer storage habits and the demand for storage solutions. Specifically, it considers the changes in media consumption that are impacting the demand for digital storage; the growing amount of personal content stored online and offline; consumer vulnerability to hard-drive failures; and consumer willingness to pay money for in-home and cloud-based storage solutions.

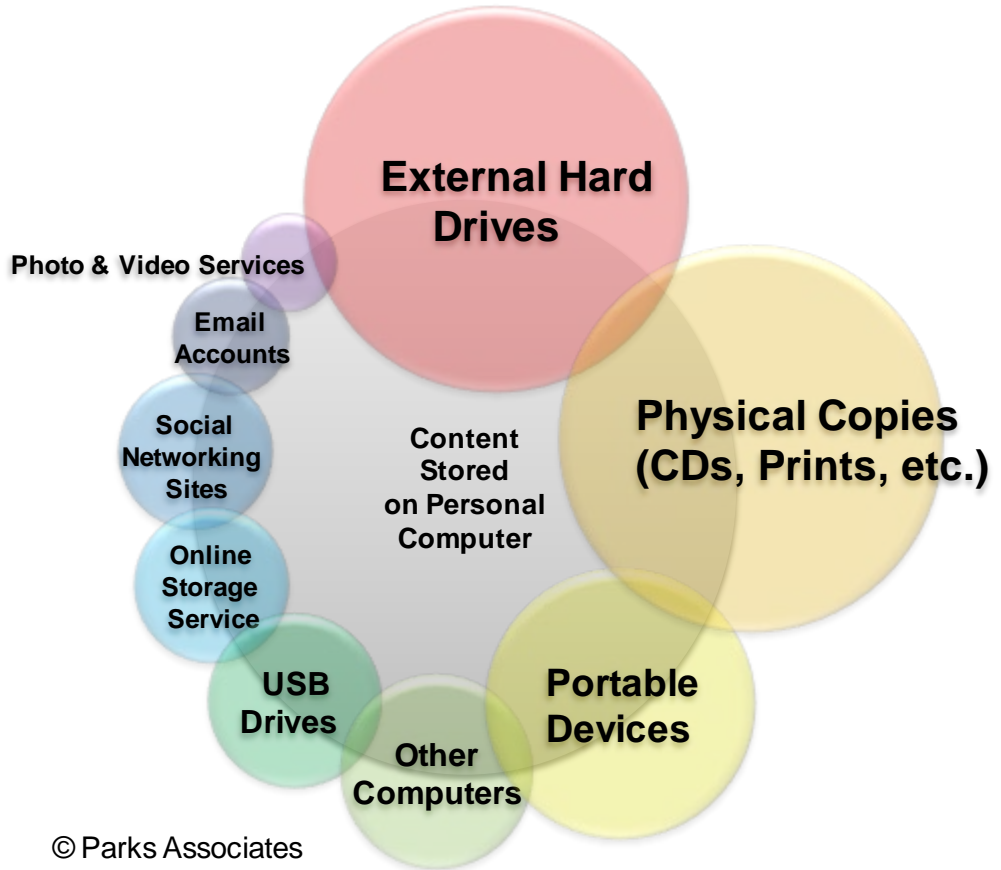
Parks Associates' **Digital Media** research service analyzes how new technologies are changing the market for commercially produced content, including movies, TV programs and music.

**ANALYST INSIGHT**

“Consumer storage habits are complex but convenient. Personal photos and videos become stored in a variety of locations through the process of creating and sharing content. This method of backing-up content is convoluted and incomprehensive, but it is convenient and it partially safeguards the consumer from hard drive crashes. The storage needs of these consumers are thus very different from the needs of traditional users that have most of their content stored in a single, vulnerable location.”

— **John Barrett**, *Director, Consumer Analytics*, Parks Associates

**Percentages of Music, Photos, and Videos from Personal Computer that can be Found Elsewhere**  
(U.S. Broadband Households)



**The Complex Convenience of Consumer Storage Habits**

- About the Research
- Previous Research
- Key Findings
- Recommendations

**Video Consumption Trends**

- TV Video Consumption by Source (2010 vs. 2012)
- Methods Used to Watch a Movie on TV (Q2/12)
- Methods Used to Watch TV Program on a TV (Q2/12)
- Watching Other Sources on the TV (Q1/12)
- Time Spent Watching Internet Video on the Computer (Q1/12)
- Movie Viewing (Q2/12)
- Methods Used to Watch a Movie on a Computer (Q2/12)
- Methods Used to Watch Movie on a Mobile Phone (Q2/12)
- Methods Used to Watch Movie on a Tablet (Q2/12)
- TV Program Viewing Activities (Q2/12)
- Methods Used to Watch TV Program on a PC (Q2/12)
- Methods Used to Watch TV Program on a Mobile Phone (Q2/12)
- Methods Used to Watch TV Program on a Tablet (Q2/12)

**Music Consumption Trends**

- Smartphone Penetration (2005-2012)
- Percentage of Broadband Households Buying Smartphone and MP3 Player (2008-2011)
- Music App Usage History (Q3/11)
- Activities Related to Music/Radio Apps (Q3/11)

**Social Networking**

- Social Networking Website Usage (Q2/12)
- Frequency of Using Social Networking Sites (Q3/11)

**Back-Up Habits**

- Computer Back-Up (Q3/11)

**Consumer Vulnerability to Hard Drive Crashes**

- Percent of Media Files From Personal Computer that can be Found Elsewhere (Q3/12)
- Percent with Personal Content in Back-Up Locations (Q3/12)
- Percent of Personal Content in Back-Up Locations (Q3/12)
- Total Number of Back-Up Locations Used (Q3/12)
- Total Number of Back-Up Locations Used by Age (Q3/12)
- Estimated Percent of Personal Content Lost if Hard Drive Failed (Q3/12)

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- Range of Estimated Percent Of Personal Content Lost if Hard Drive Failed (Q3/12)
- Estimated Percent of Personal Content Lost if Hard Drive Failed by Age (Q3/12)
- Percent Estimating No Content Lost by Age (Q3/12)
- Percent Concerned about Hard Drive Failure by Age (Q3/12)

**Cloud Services**

- Cloud Service (Q3/12)
- Platform Used for the Cloud Service (Q3/12)
- Use of Digital Locker (Q3/11)
- Media Content Used with Online Entertainment Services (Q3/11)
- Monthly Cost of Using Cloud Service (Q3/12)
- Overall Satisfaction Used With the Cloud Service (Q3/12)
- Satisfaction With the Service Attributes (Q3/12)
- Interest in Cloud Storage Services (Q3/12)
- Interest in Cloud Storage Services by Age (Q3/12)
- Desired Platform for Cloud Service (Q3/12)

**Demand for Cloud Storage Solutions**

- Digital Locker Scenarios
- Interest in Digital Locker by Age (Q3/11)
- Important Features of Digital Locker Service (Q3/11)
- Desired Digital Locker Media Use (Q3/11)
- Desired Digital Locker Platform Use (Q3/11)
- Market Demand for Online Digital Locker (Q3/11)
- Market Demand for Personal Digital Locker (Q3/11)
- Market Demand for Online vs. Personal Digital Lockers (Q3/11)
- Preference of Personal & Online Digital Locker Services (Q3/11)
- Digital Locker Preference by Age (Q3/11)
- Attitude Towards "Digital Locker" Services (Q3/11)
- Interest in Digital Locker by Level of Comfort with Cloud Based File Storage (Q3/11)
- Reasons for Not Being Comfortable with "Digital Locker" Service (Q3/11)
- Digital Locker Preference by Level of Comfort with Digital Lockers (Q3/11)
- Digital Locker Preference by Perceived Usefulness of Digital Lockers (Q3/11)
- Digital Locker Preference by Willingness to Pay for Digital Lockers (Q3/11)

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