Consumer Storage Opportunities

By Kurt Scherf, Vice President and Principal Analyst, and Pietro Macchiarella, Research Analyst

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Synopsis

Consumer Storage Opportunities examines the consumer electronic ecosystem for data and media backup, safekeeping, storage, and sharing. It analyzes key trends in hardware and software development and provides industry forecasts for network-attached storage products.

Consumer Attitudes Regarding Media Backup and Sharing

(Percentage of broadband households rating agreement as a 6-7 on a 7-point scale, where "7" means "Strongly agree")

- I am concerned about losing documents and digital content because of technical issues, theft, or other catastrophic events
- I would like the ability to access my documents and digital content remotely from any Internet-connected device
- I would like to be able to access digital content from multiple devices in the home (other computers, TVs, stereos, etc.)
- I would like the ability to access my documents and digital content remotely from a mobile phone

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"The rapidly declining cost for storage has created the opportunity for affordable backup, safekeeping, and network-oriented storage for the mass market," said Kurt Scherf, vice president, principal analyst, Parks Associates. "What will drive developments in 2010 and beyond are networking, media sharing and streaming, and the role of consumer storage products as true media hubs."

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