

# The Expanding Digital Universe

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Bytes of information created and replicated worldwide  
January 1, 2007 -



**INTRODUCTION**

**WHITEPAPER**

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TICKER**

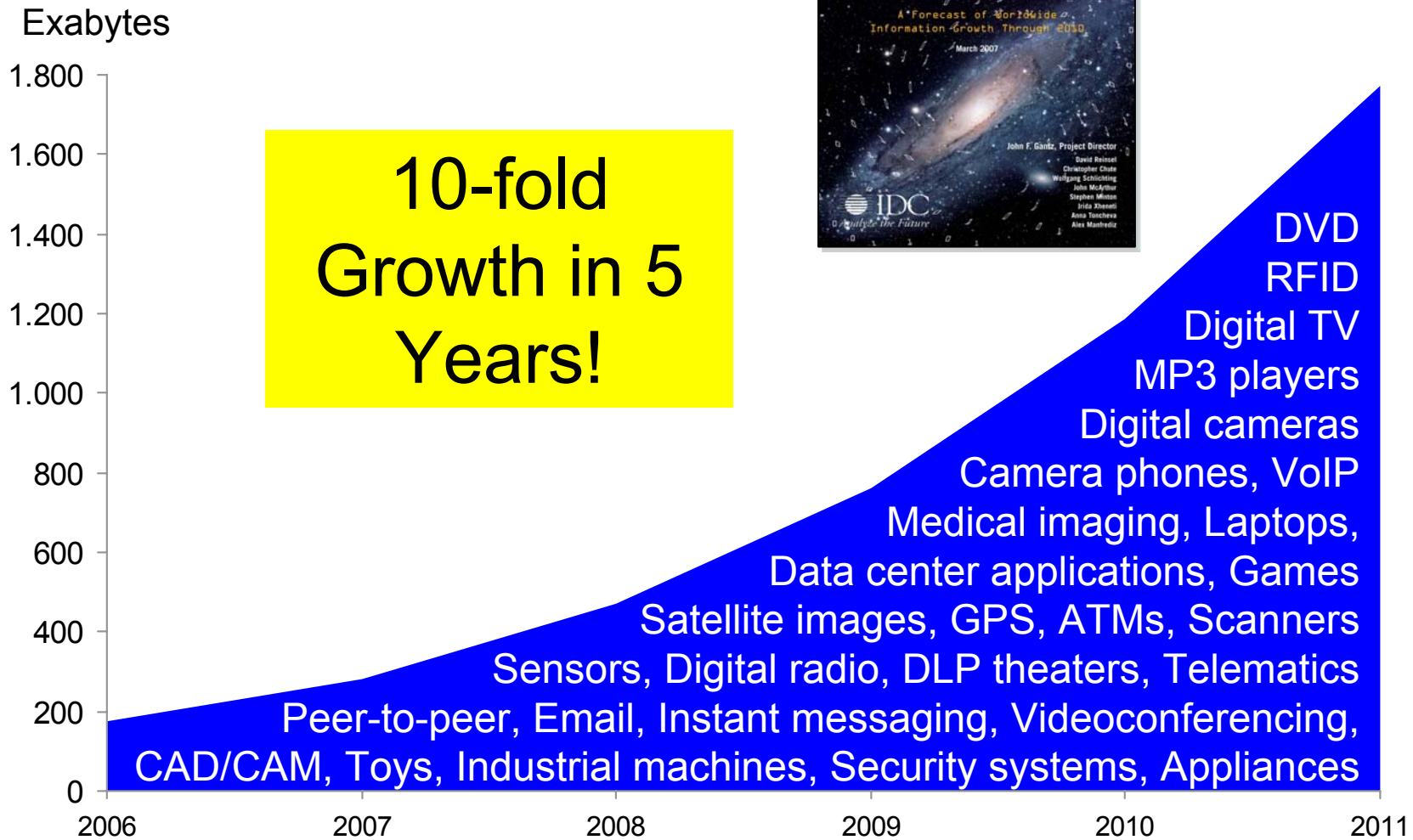
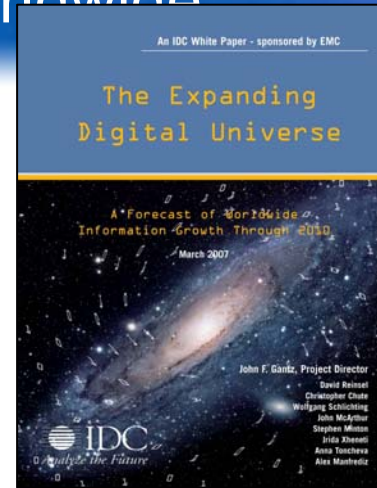
# Worldwide Information Growth Ticker

- Digital Universe – Ticker



- WW Info Growth  
Ticker

# Digital Information Created, Captured, Replicated Worldwide



# The Digital Information World in 2011

## The Paradox of Responsibility...

**70%**

Will be created  
by individuals



**85%**

Will be the  
responsibility  
of organizations  
to ensure  
information's  
security, privacy,  
reliability, and  
compliance

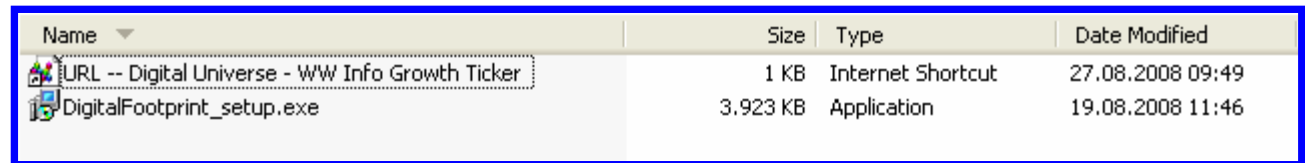
.. And the importance of information governance

Source: IDC White Paper, "The Diverse and Exploding Digital Universe," Sponsored by EMC, March 2008

# USB Stick

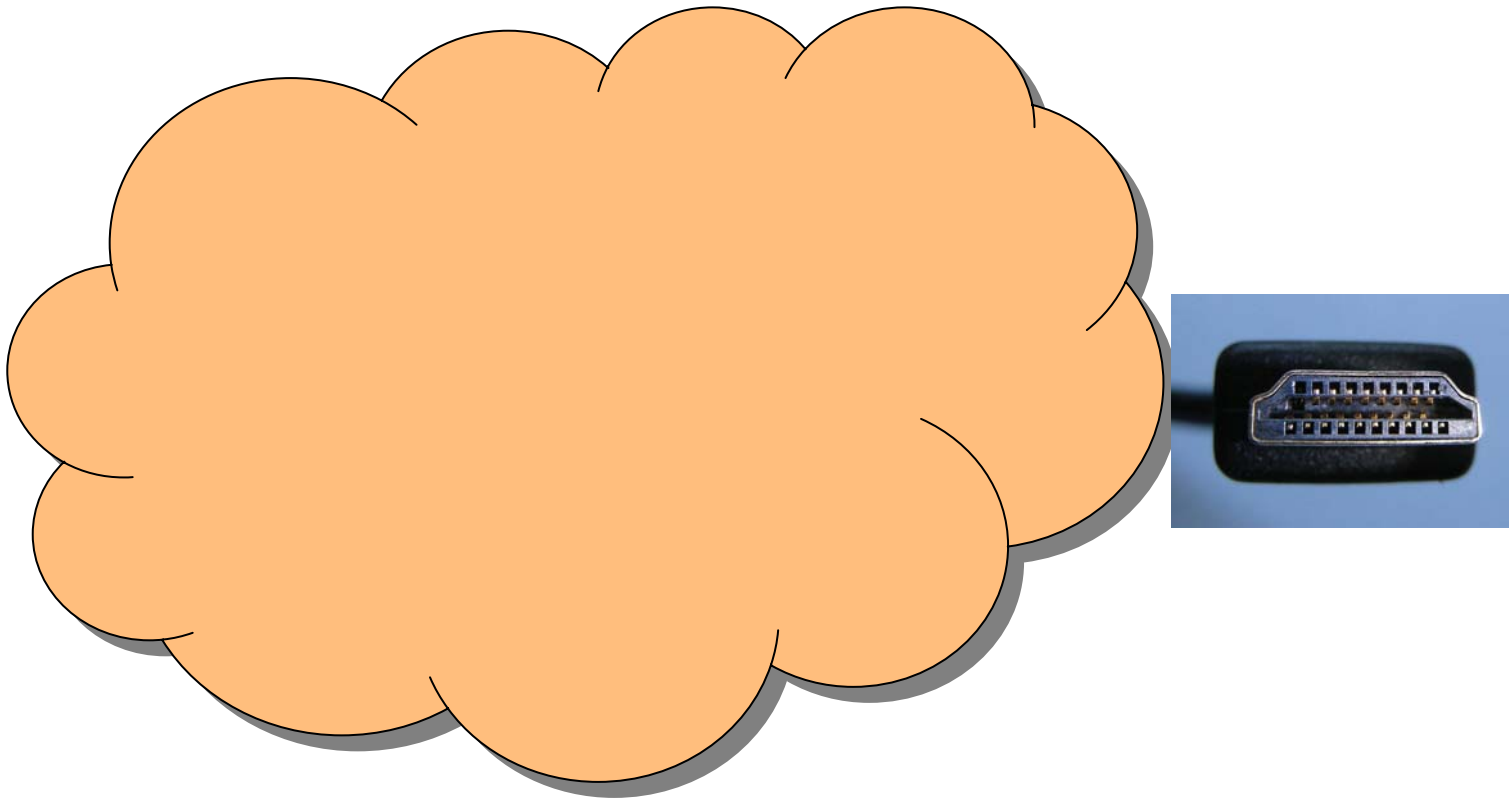
URL to the  
ticker

Digital  
Footprint  
calculator –  
installation file  
(incl. readme)



Name	Size	Type	Date Modified
URL -- Digital Universe - WW Info Growth Ticker	1 KB	Internet Shortcut	27.08.2008 09:49
DigitalFootprint_setup.exe	3.923 KB	Application	19.08.2008 11:46

# Cloud computing



# Web 3.0







**EMC<sup>2</sup>**<sup>®</sup>

**where information lives<sup>®</sup>**

## List of SI prefixes

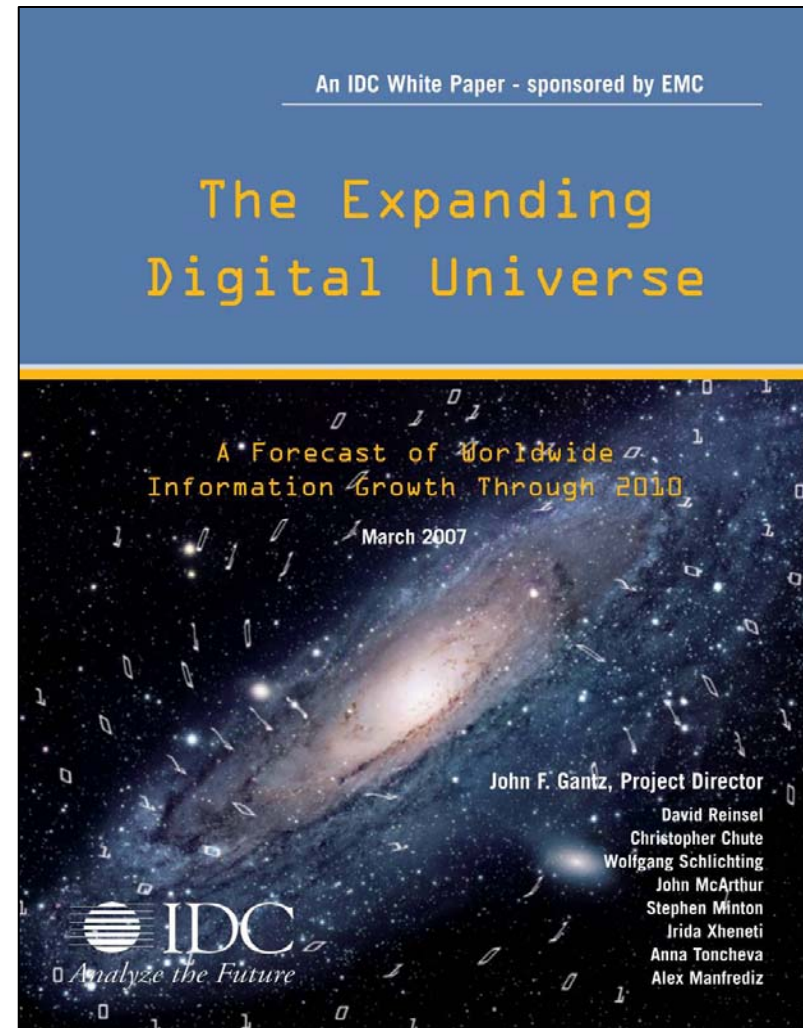
The twenty SI prefixes are shown in the chart below.

$1000^m$	$10^n$	Prefix	Symbol	Since <sup>[1]</sup>	Short scale	Long scale	Decimal
$1000^8$	$10^{24}$	<u>yotta-</u>	Y	1991	<u>Septillion</u>	<u>Quadrillion</u>	1 000 000 000 000 000 000 000 000
$1000^7$	$10^{21}$	<u>zetta-</u>	Z	1991	<u>Sextillion</u>	<u>Trilliard</u>	1 000 000 000 000 000 000 000
$1000^6$	$10^{18}$	<u>exa-</u>	E	1975	<u>Quintillion</u>	<u>Trillion</u>	1 000 000 000 000 000 000
$1000^5$	$10^{15}$	<u>peta-</u>	P	1975	<u>Quadrillion</u>	<u>Billiard</u>	1 000 000 000 000 000
$1000^4$	$10^{12}$	<u>tera-</u>	T	1960	<u>Trillion</u>	<u>Billion</u>	1 000 000 000 000
$1000^3$	$10^9$	<u>giga-</u>	G	1960	<u>Billion</u>	<u>Milliard</u>	1 000 000 000
$1000^2$	$10^6$	<u>mega-</u>	M	1960		<u>Million</u>	1 000 000
$1000^1$	$10^3$	<u>kilo-</u>	k	1795		<u>Thousand</u>	1 000
$1000^{2/3}$	$10^2$	<u>hecto-</u>	h	1795		<u>Hundred</u>	100
$1000^{1/3}$	$10^1$	<u>deca-</u>	da	1795		<u>Ten</u>	10
$1000^0$	$10^0$	<i>(none)</i>	<i>(none)</i>	NA		<u>One</u>	1
$1000^{-1/3}$	$10^{-1}$	<u>deci-</u>	d	1795		Tenth	0.1
$1000^{-2/3}$	$10^{-2}$	<u>centi-</u>	c	1795		Hundredth	0.01
$1000^{-1}$	$10^{-3}$	<u>milli-</u>	m	1795		Thousandth	0.001
$1000^{-2}$	$10^{-6}$	<u>micro-</u>	μ	1960 <sup>[2]</sup>		Millionth	0.000 001
$1000^{-3}$	$10^{-9}$	<u>nano-</u>	n	1960	Billionth	Milliardth	0.000 000 001
$1000^{-4}$	$10^{-12}$	<u>pico-</u>	p	1960	Trillionth	Billionth	0.000 000 000 001
$1000^{-5}$	$10^{-15}$	<u>femto-</u>	f	1964	Quadrillionth	Billiardth	0.000 000 000 000 001
$1000^{-6}$	$10^{-18}$	<u>atto-</u>	a	1964	Quintillionth	Trillionth	0.000 000 000 000 000 001
$1000^{-7}$	$10^{-21}$	<u>zepto-</u>	z	1991	Sextillionth	Trilliardth	0.000 000 000 000 000 000 001
$1000^{-8}$	$10^{-24}$	<u>yocto-</u>	y	1991	Septillionth	Quadrillionth	0.000 000 000 000 000 000 000 001

Source: [http://en.wikipedia.org/wiki/SI\\_prefix](http://en.wikipedia.org/wiki/SI_prefix)

# Unprecedented IDC Study

- First study to measure all digital information created and replicated in a given year (the “digital universe”) and provide a forecast and geographic breakdown
- Based on IDC’s extensive database of installed base, shipments, and forecasts for 49 classes of electronic devices and software applications



Source: IDC, “The Expanding Digital Universe,” March ‘07

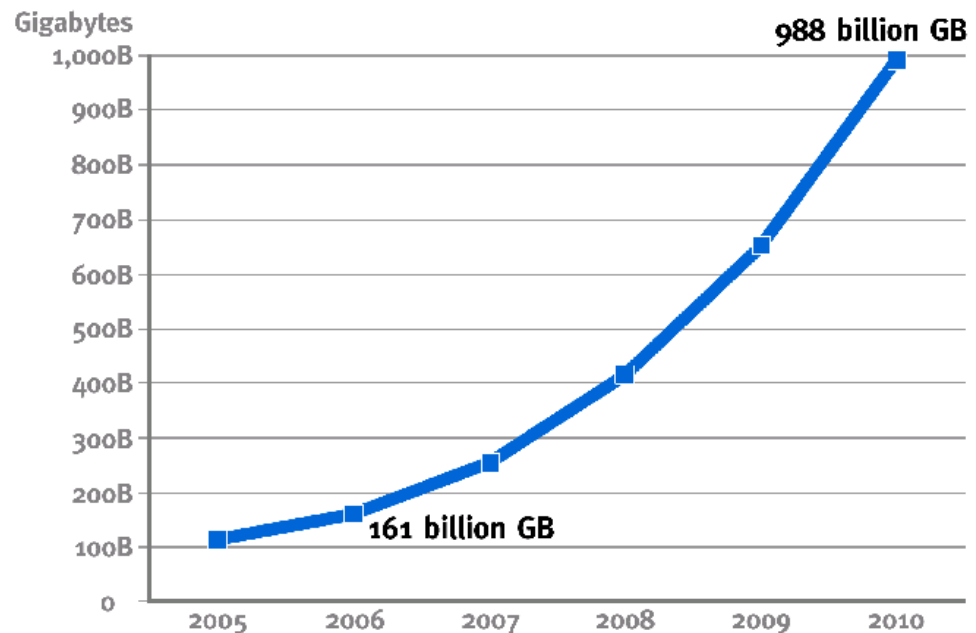
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# Key Findings – Version I, 2007

- In 2006, 161 billion gigabytes (161 exabytes) of digital information was created and replicated
- The amount of information created & replicated in 2010 will surge more than six-fold to 988 exabytes
- Represents a compound annual growth rate of 57%

## The Rapidly Expanding Digital Universe

The Amount of Digital Information Created and Replicated Each Year



Source: IDC, March 2007.

Source: IDC, "The Expanding Digital Universe," March '07