

DIGITAL UNIVERSE

[dc]

2

ЦИФРОВОЕ ЗАВТРА
И РЫНОК ЦОД

МАРТЫНЮК АЛЕКСАНДР
ИСПОЛНИТЕЛЬНЫЙ ДИРЕКТОР
[dc]²=data centers design & consulting

176,938 views | May 21, 2018, 12:42am

How Much Data Do We Create Every Day? The Mind-Blowing Stats Everyone Should Read



Bernard Marr Contributor @
Enterprise & Cloud

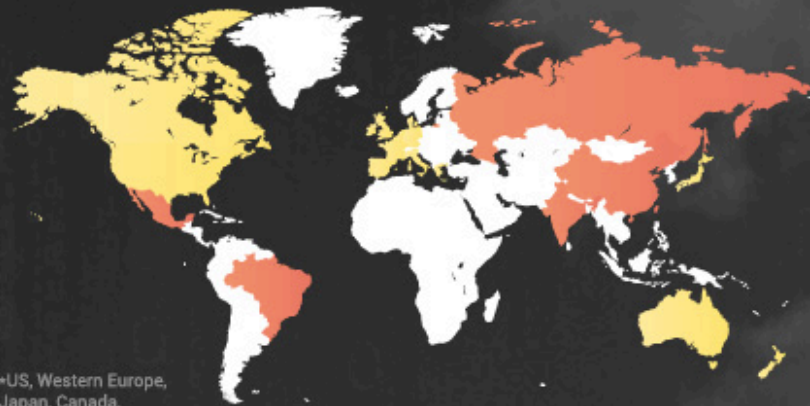
f The amount of data we produce every day is truly mind-boggling. There are **2.5 quintillion bytes of data** created each day at our current pace, but that pace is only accelerating with the growth of the Internet of Things (IoT). Over the last two years alone 90 percent of the data in the world was generated. This is worth re-reading! While it's almost impossible to wrap your mind around these numbers, I gathered together some of my favorite stats to help illustrate some of the ways we create these colossal amounts of data every single day.

From 2013 to 2020, the digital universe will grow by a factor of 10 – from 4.4 trillion gigabytes to 44 trillion. It more than doubles every two years.

According to EMC: <https://www.emc.com/leadership/digital-universe/2014iview/executive-summary.htm>



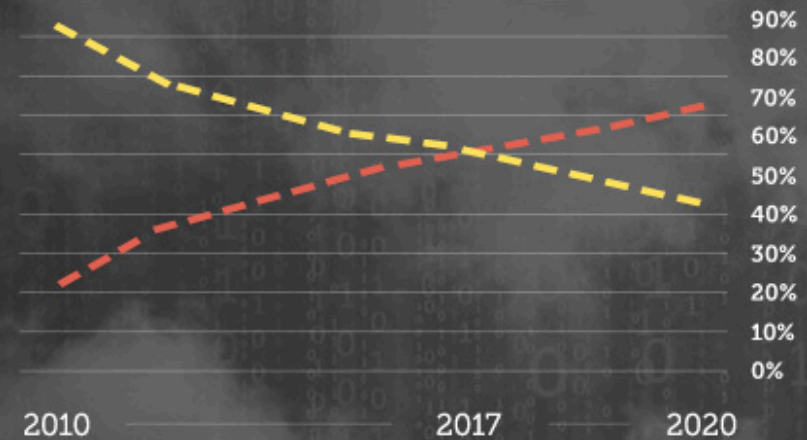
Emerging Markets Will Surpass Mature Markets by 2017



+US, Western Europe,
Japan, Canada,
Australia, NZ
Source: IDC, 2014

% of TOTAL DIGITAL UNIVERSE

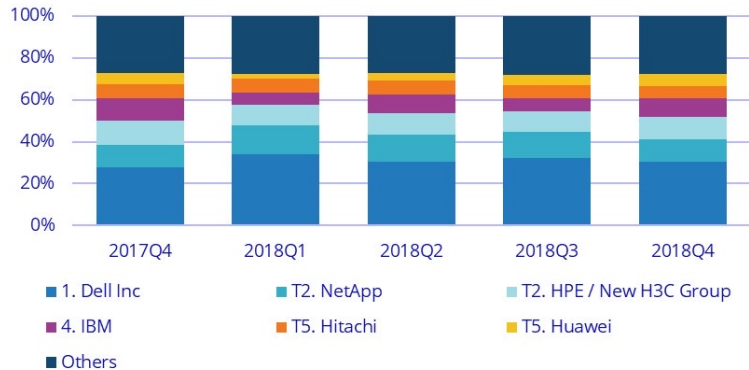
Emerging Markets Mature Markets



- Ежедневно в сутки осуществляется 5 миллиардов поисковых запросов
- Каждую минуту создается и отправляется 103.447.520 спам-сообщений e-mail



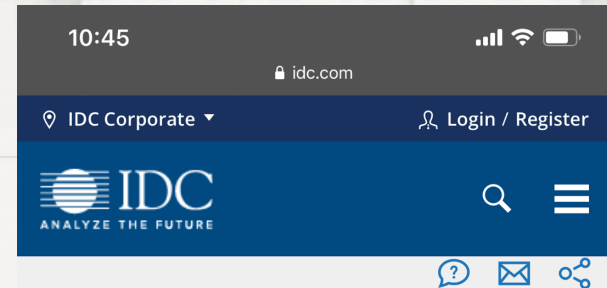
Worldwide Top 5 External Enterprise Storage Systems Companies, 2018Q4 Vendor Revenue Market Share



Source: IDC 2019

<https://www.idc.com/getdoc.jsp?containerId=prUS44259518>

СЕРВЕРА И СХД

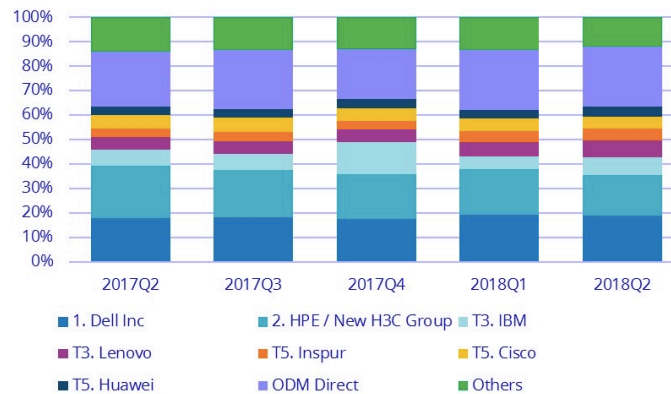


05 Sep 2018

Worldwide Server Market Revenue Grew 43.7% Year Over Year to a Record \$22.5 Billion During the Second Quarter of 2018, According to IDC



Worldwide Top 5 Server Companies, 2018Q2 Vendor Revenue Market Share



Source: IDC 2018

FRAMINGHAM, Mass., September 5, 2018 –

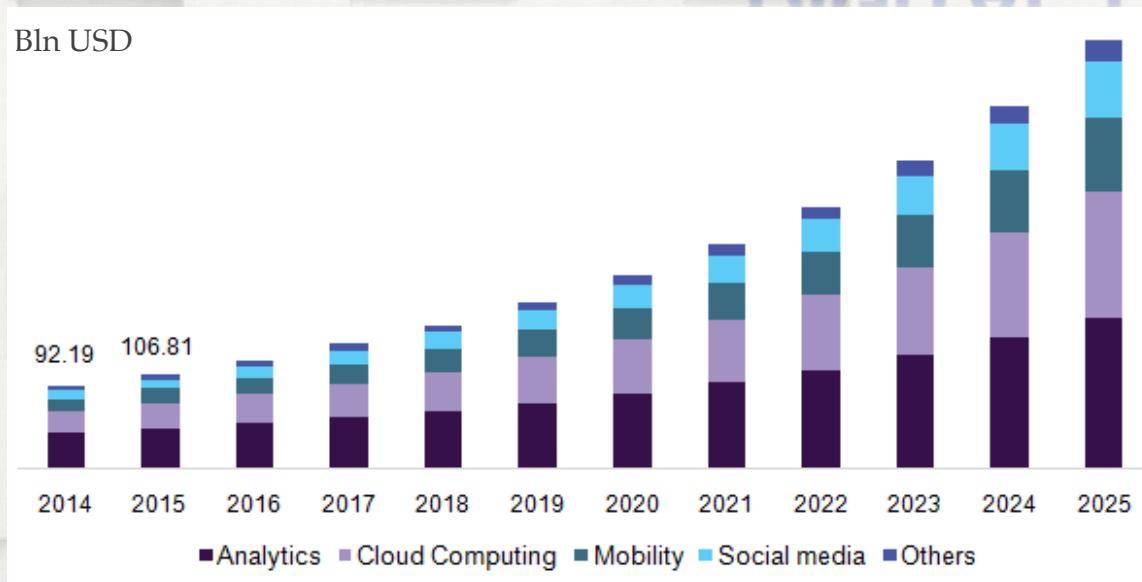
According to the International Data Corporation (IDC) [Worldwide Quarterly Server Tracker](#), vendor revenue in the worldwide server market increased 43.7%, year over year to \$22.5 billion during the second quarter of 2018 (2Q18). Worldwide server shipments increased 20.5% year over year to 2.9 million units in 2Q18.

The overall server market continues to experience historic demand with 2Q18 marking the fourth consecutive quarter of double digit revenue growth and its highest total revenue ever. Volume server revenue increased by 42.7% to \$18.4 billion, while midrange server revenue grew 63.0% to \$2.5 billion. High end systems



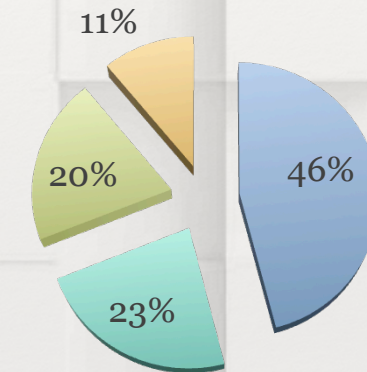
DIGITAL TRANSFORMATION

Bln USD



89% крупных мировых компаний работают над стратегиями цифровой трансформации

■ Реализация ■ Обсуждение
■ Рассмотрение ■ Не рассматриваем



<https://www.grandviewresearch.com/industry-analysis/digital-transformation-market>



2



VR / AR / MR

- **Существенное расширение возможностей VR и AR с AI**
- **Использование в обучении и тренировках (Walmart, US army)**
- **Качественно новый уровень VR-устройств (более 200 видов)**
- **VR and social net's (Facebook VR Space, VR to WeChat by Tencent)**

<https://www.forbes.com/sites/bernardmarr/2019/01/14/5-important-augmented-and-virtual-reality-trends-for-2019-everyone-should-read/>





VR / AR / MR

- **Nvidia's DriveAR platform (uses a dashboard-mounted display overlaying graphics on camera footage from around the car, pointing out everything from hazards to historic landmarks along the way. Audi, Mercedes-Benz, Tesla, Toyota, and Volvo have all signed up to work with the technology**

<https://www.forbes.com/sites/bernardmarr/2019/01/14/5-important-augmented-and-virtual-reality-trends-for-2019-everyone-should-read/>

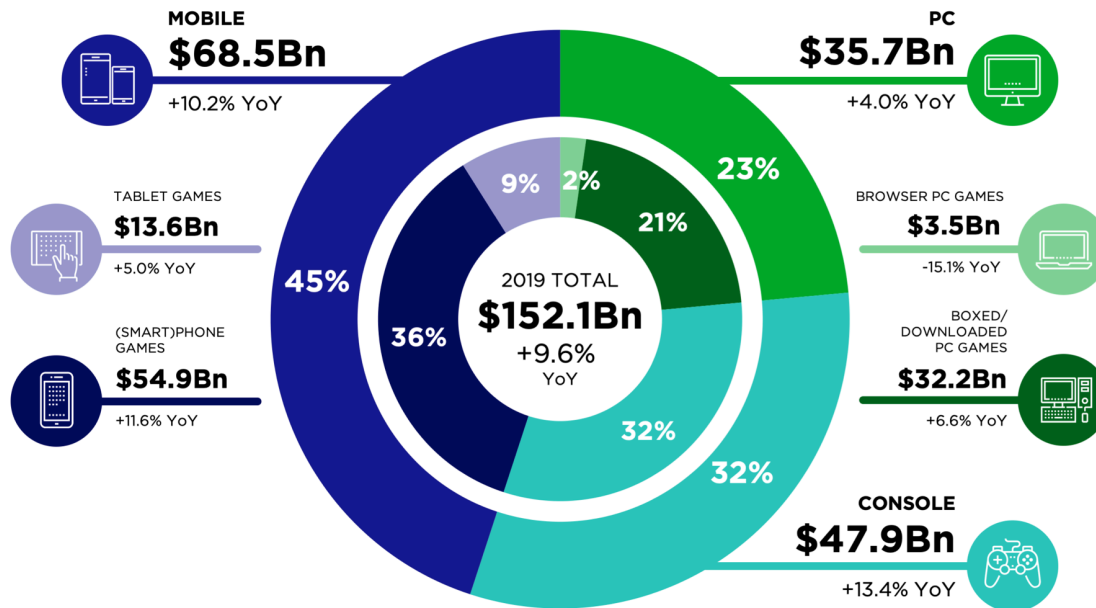


КОМПЬЮТЕРНЫЕ ИГРЫ



2019 GLOBAL GAMES MARKET

PER DEVICE & SEGMENT WITH YEAR-ON-YEAR GROWTH RATES



\$68.5Bn

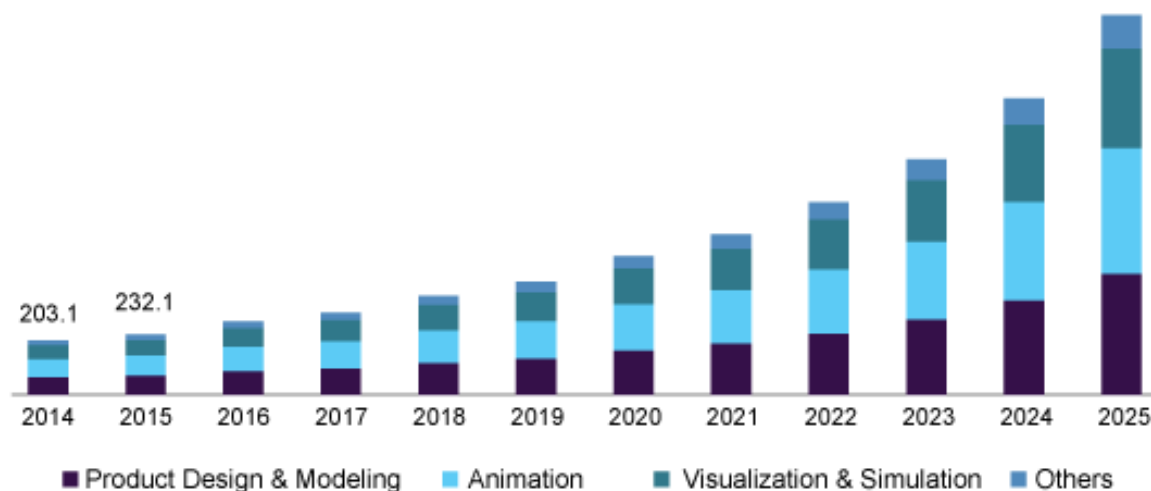
Mobile game revenues in 2019 will account for 45% of the global market.

Source: ©Newzoo | 2019 Global Games Market Report
newzoo.com/globalgamesreport

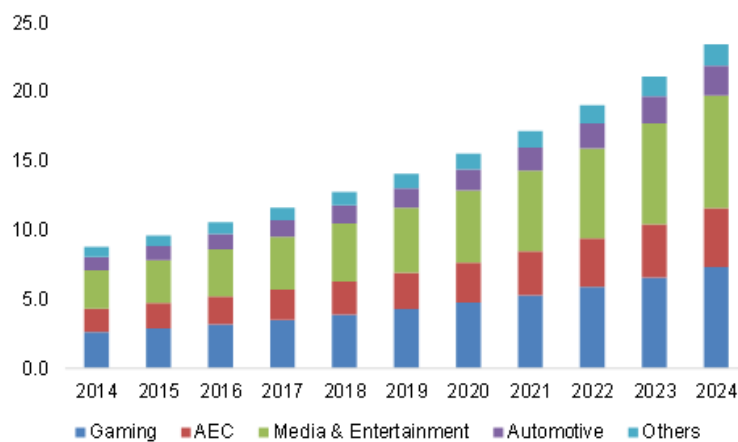


U.S. visualization & 3D rendering software market size, by application, 2014 - 2025 (USD Million)

3D-ГРАФИКА



Global 3D Animation Market, by Application, 2014-2024 (in MN USD)

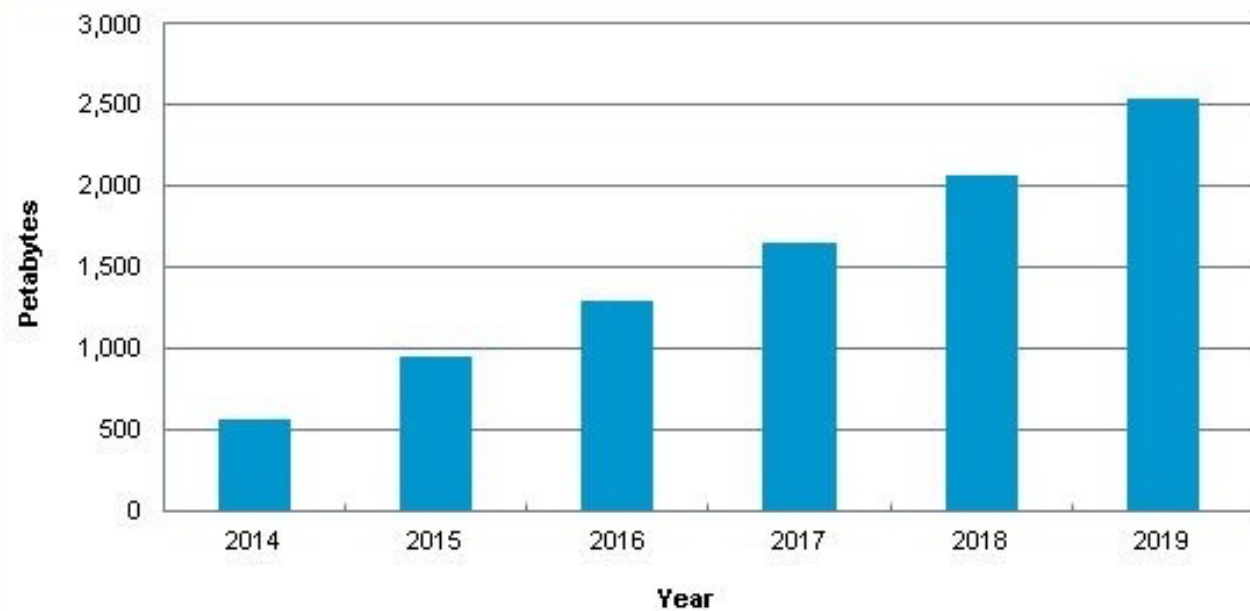


Attribute	Details
Base Year	2016
Historic Analysis	2014 & 2015
Forecast	2017 to 2024
Complete Free Customization*	Equivalent to 50 analyst hours

ВИДЕОНАБЛЮДЕНИЕ

- Лондон - более 500.000 камер
- Сингапур - более 2 миллионов
- Москва - 174.000 городских

Average data generated daily by new surveillance cameras shipped globally



Source: IHS

© 2016 IHS





- **1.5 миллиарда человек активны в Facebook ежедневно**
- **Более 300 миллионов фото они выгружают ежедневно**
- **В Instagram более 600 миллионов человек**
- **400 миллионов активны ежедневно**
- **Каждый день загружается 95 миллионов фото и видео**

МОБИЛЬНЫЕ ПРИЛОЖЕНИЯ

The State of Mobile 2019

Executive Summary



194B

Worldwide
Downloads in 2018



\$101B

Worldwide App Store
Consumer Spend in
2018



3 Hrs

Per day spent in
mobile by the
average user in
2018



360%

**Higher average IPO
valuation** (USD) for
companies with
mobile as a core
focus in 2018



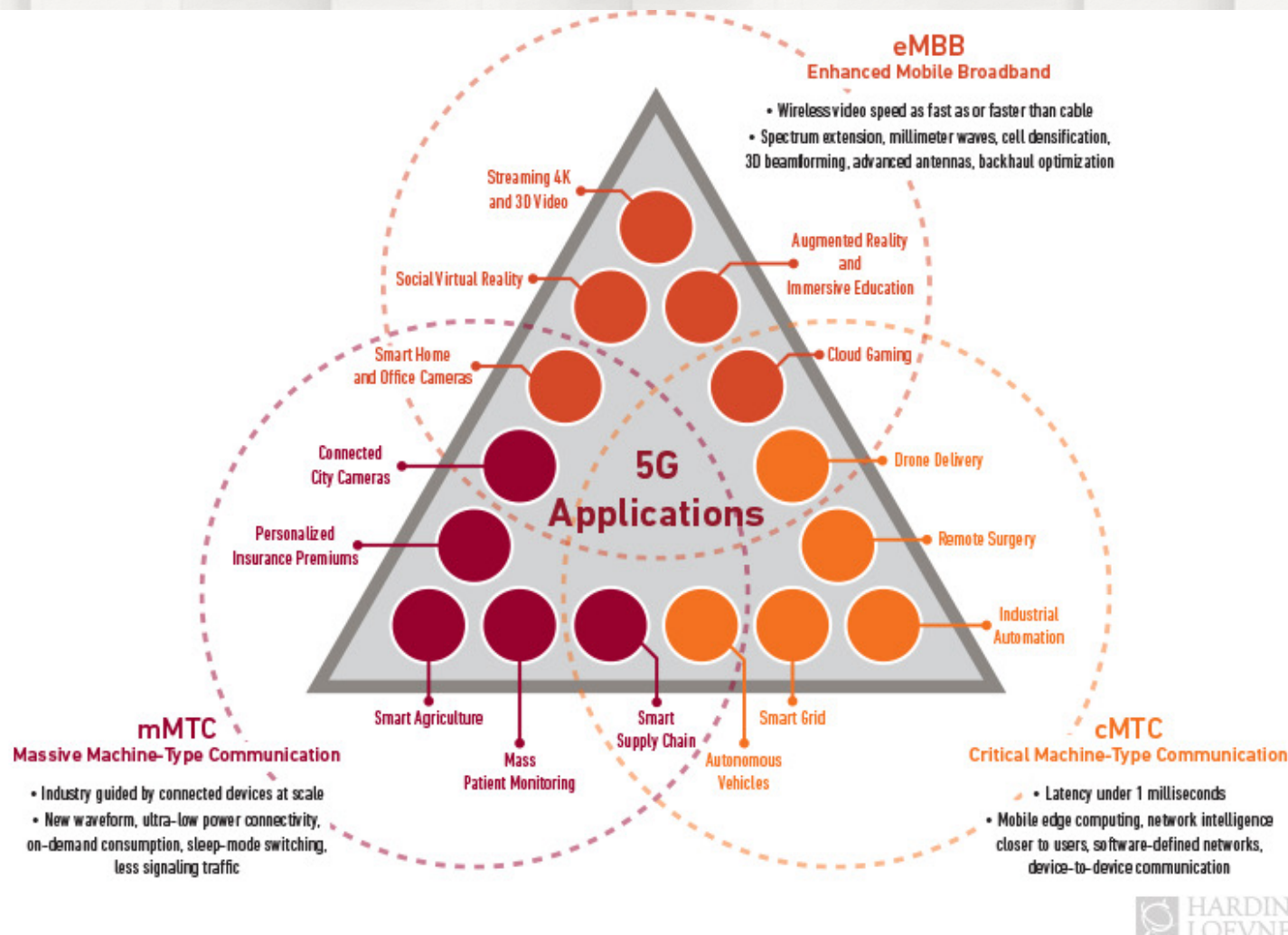
30%

Higher engagement
in non-gaming apps
for Gen Z vs. older
demographics in
2018

App Annie



5G

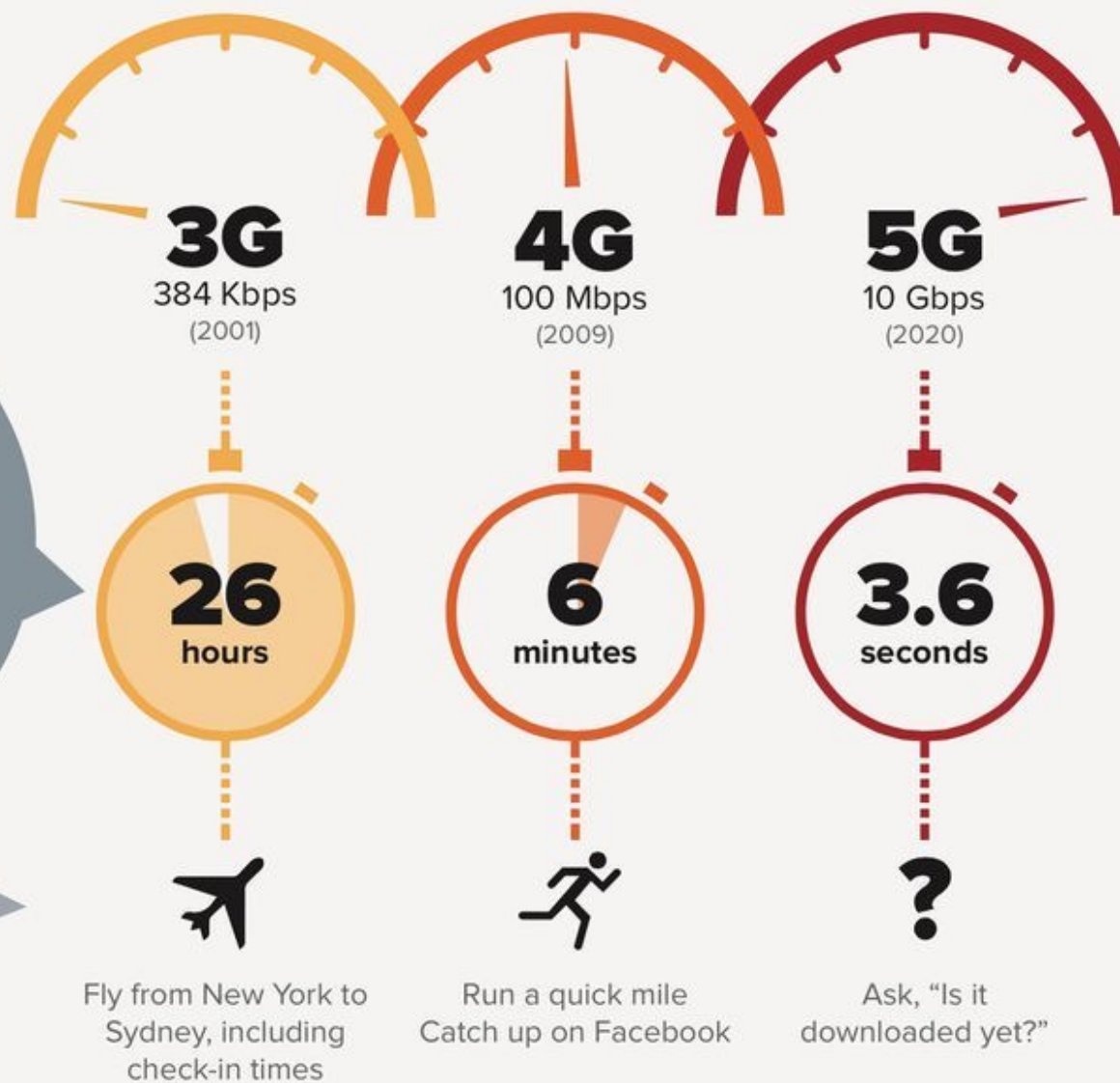


БОЛЬШЕ, ЧЕМ НОВАЯ СЕТЕВАЯ ТЕХНОЛОГИЯ

Network Type

How long would it take to download the two-hour-long "Guardians of the Galaxy"?

What you could do while waiting



Singapore—The Next-generation Smart City

Singapore aims to have 80% of all its buildings meet its minimum 'Green Mark Certified' energy efficiency standards by 2030.

Key Aspects of Singapore Smart City, Asia-Pacific, 2013

Smart Energy

- 90% to 95% of electricity generated from natural gas
- Smart grid systems installed in more than 30% of the households

Smart Citizen

- One in two residents to commute to work by public transport
- 100% population with access to sanitation
- Target to recycle 65% of waste by 2020

Smart Healthcare

- Integrated health information system across Singapore
- Cloud computing models used in most healthcare organizations

Smart Governance

Establishment of Inter-Ministerial Committee on Sustainable Development to create Singapore's national strategy on sustainable development

Smart Technology

- 100% broadband penetration rate
- Initialization of 4G LTE service
- 50% of households to have smart home solutions

Smart Mobility

- 70% of traffic to be public transport by 2020
- Availability of real-time travel information on Internet and mobile phones
- 40% rebate on purchases of green vehicles, such as hybrid, electric cars, etc.

Smart Buildings

- 80% of all its buildings to meet its minimum 'Green Mark Certified' energy efficiency standards by 2030
- Zero energy buildings in the next five years

Source: Siemen's Green Index; Frost & Sullivan

К СВЕДЕНИЮ

К СВЕДЕНИЮ

Technology

Daily News

ДО 2024 ГОДА В МИРЕ

БУДЕТ ВВЕДЕНО

2 500 000

КОММЕРЧЕСКИХ

СТОЕК

Fashion

Quis autem vel cum in re reprehenderit... nemo enim quibusdam ipsam voluptatem quia voluptas sit spernatur aut odit...

Lifestyle

World

ВЫВОДЫ

- 1. Новые технологии стимулируют новые сегменты развития ИТ**
- 2. Большая производительность всегда утилизируется**
- 3. Объемы данных растут по экспоненте**



**ЦЕЛОСТНОСТЬ ПОНИМАНИЯ ДАЕТ
ЗАКОНЧЕННОСТЬ РЕШЕНИЯ**



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