INFOGRAPHIC

Digitization is the Star of Media and Entertainment

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. If you spend an hour a day on Instagram or Twitter, you’ll consume about 3.7 GB per month.*

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

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

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The global video on demand market is projected to grow from $86.49 billion in 2022 to $257.59 billion by 2029.**

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

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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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