

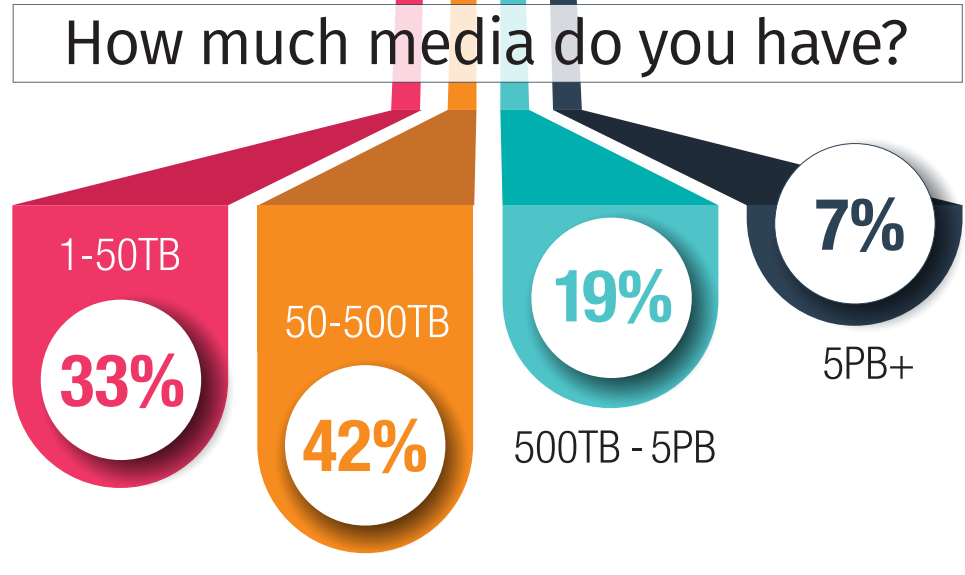
**NAB SURVEY**

Cloudian conducted this survey during the NAB Show, held April 7-12, 2018 in Las Vegas, NV. The results are based on more than 300 in-person interviews.

# The Capacity Management Challenge is GROWING

Do you face on-going capacity challenges?

**YES**  
**52%**



“We are now shooting all 4K and run out of space constantly.”

# Media Search is EVEN MORE CHALLENGING

Hard to FIND ASSETS

**58%**

“It’s often easier to re-buy stock footage than to find what we already have.”

Challenge grows as MEDIA EXPANDS

**73%**

73% of MAM or database users report time-consuming media management

Still using EXCEL SHEETS to find media

**30%**

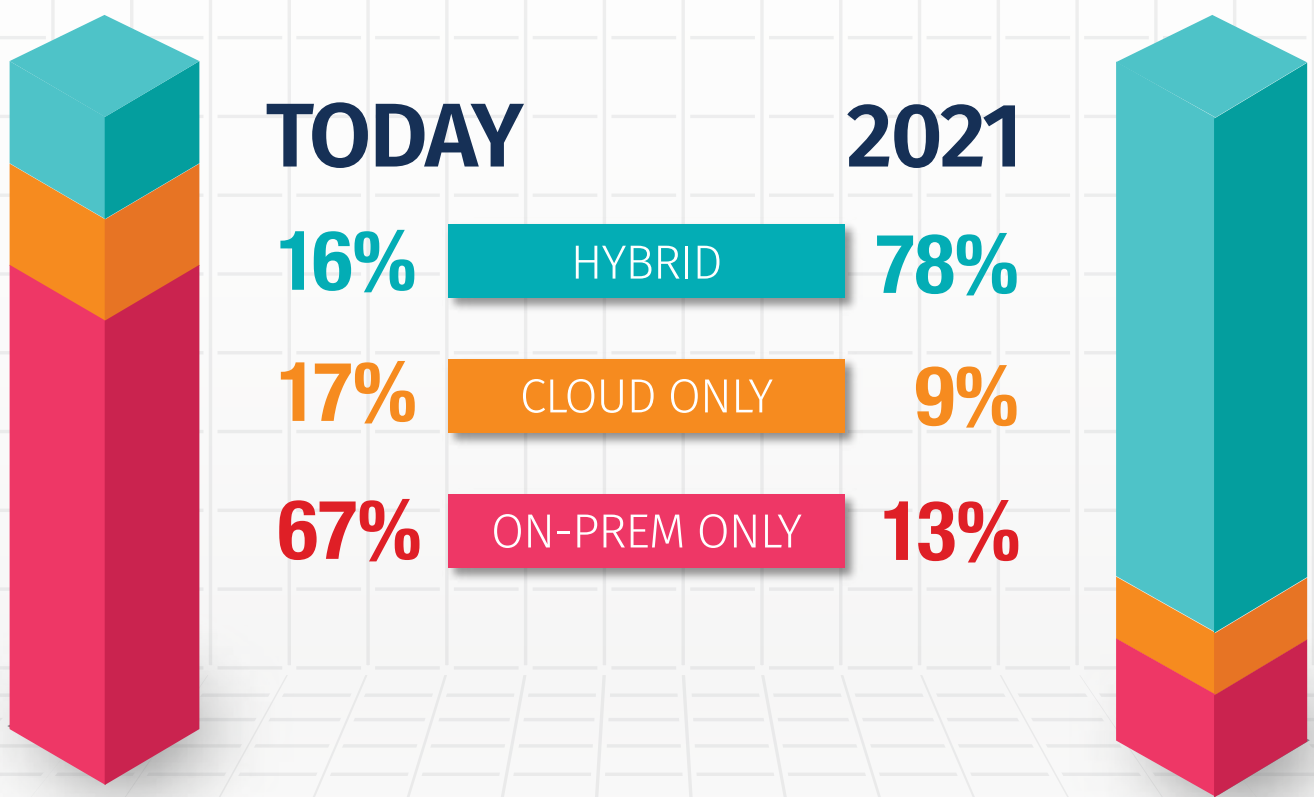
Even studios with over 500TB capacity!

Planning to use AI/ML TOOLS to enrich metadata by 2021

**79%**

**AI/ML + METADATA** are the key

# Hybrid Cloud is GROWING



**Hybrid Cloud Storage (cloud + on-prem) is the Future**

# The Great Migration

**51%** of tape users are **MOVING TO DISK** by 2021

