

# Global Information Storage Capacity in optimally compressed bytes

2007 **ANALOG**  
**19 exabytes**

- Paper, film, audiotape and vinyl: 6 %
- Analog videotapes (VHS, etc): 94 % **ANALOG** ↑
- Portable media, flash drives: 2 % **DIGITAL** ↓
- Portable hard disks: 2.4 %
- CDs and minidisks: 6.8 %
- Computer servers and mainframes: 8.9 %
- Digital tape: 11.8 %
- DVD/Blu-ray: 22.8 %
- PC hard disks: 44.5 %  
123 billion gigabytes
- Others: < 1 % (incl. chip cards, memory cards, floppy disks, mobile phones, PDAs, cameras/camcorders, video games)

1986  
**ANALOG**  
2.6 exabytes

1993

2000

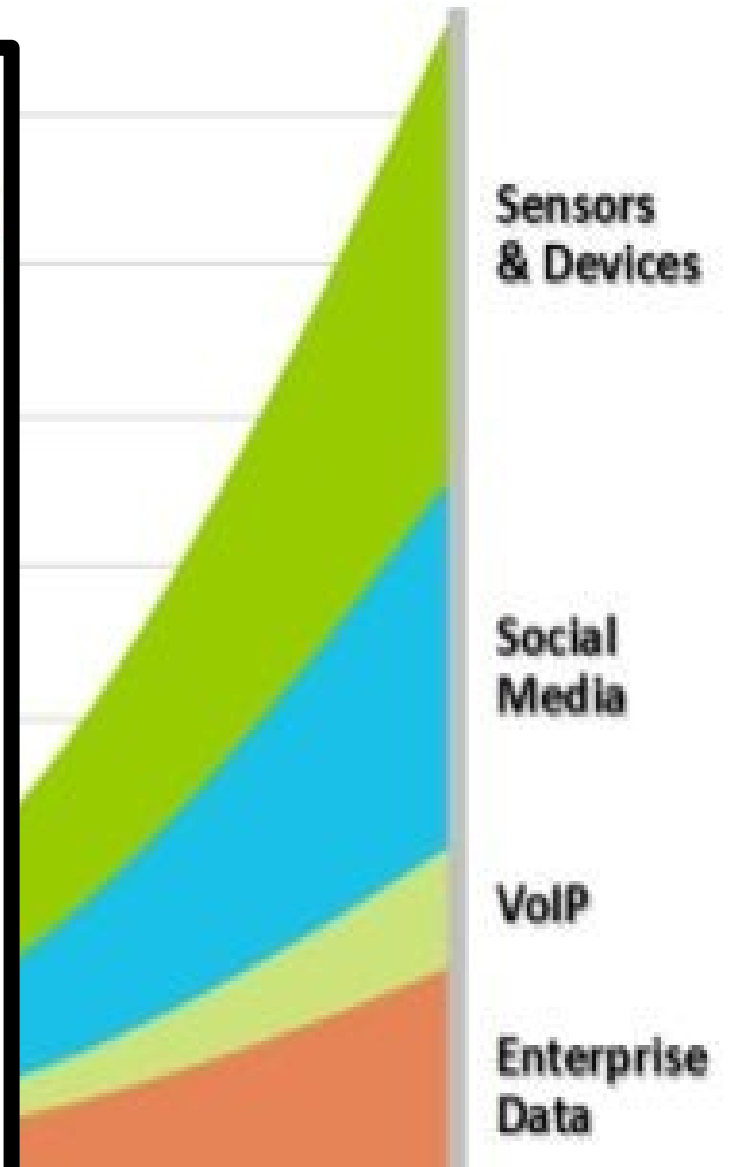
**ANALOG STORAGE**

**DIGITAL STORAGE**

**DIGITAL**  
0.02 exabytes

2002:  
"beginning  
of the digital age"  
50%

% digital:



How cheap is your storage today? How much is a GB?