



# Wasabi's Media & Entertainment Cloud Storage Index

Executive Summary of key findings



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# Survey Summary & Demographics

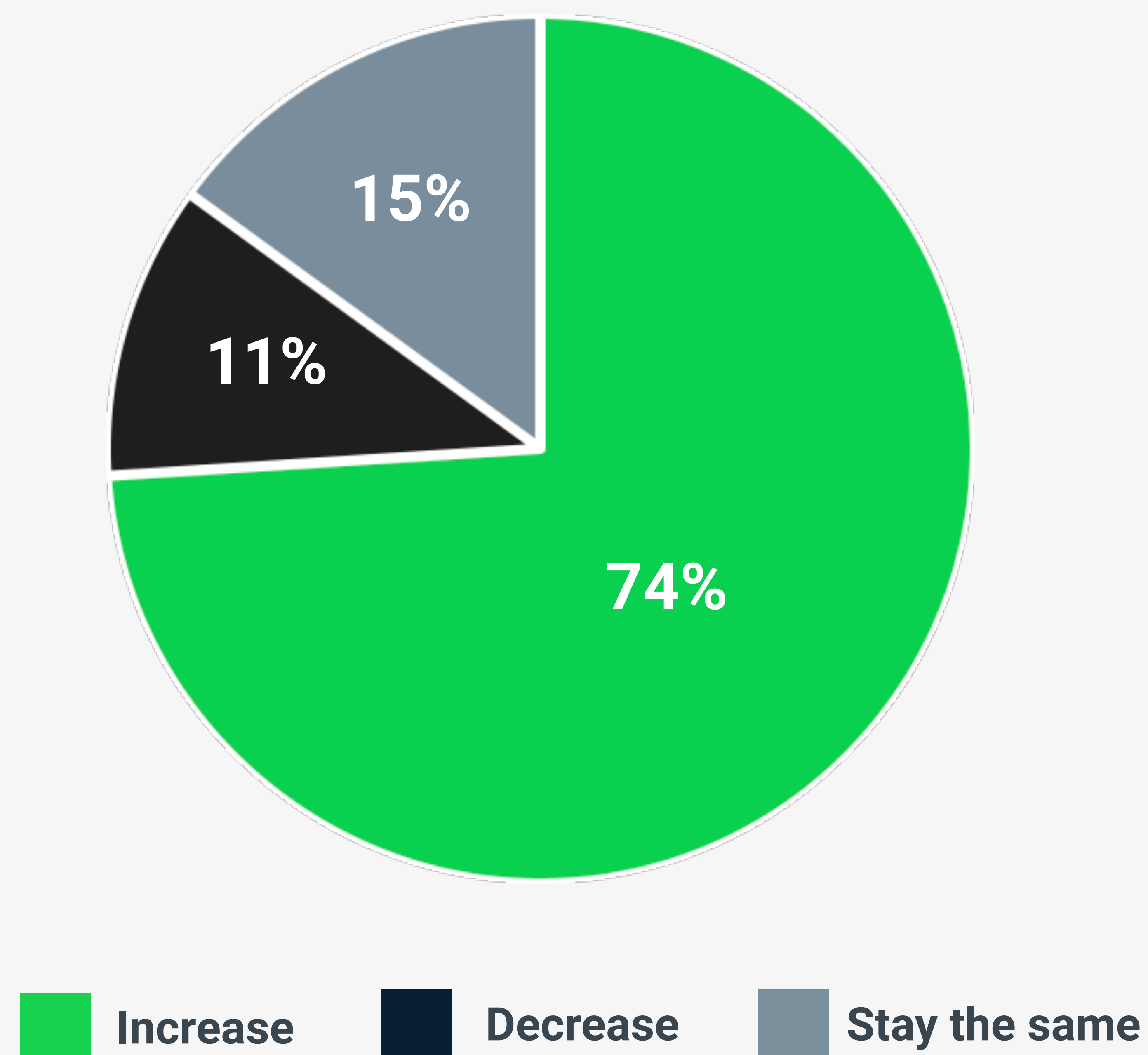
In late 2022, Wasabi commissioned research to better understand enterprise cloud storage market trends and developments. This Executive Summary provides a high-level overview of the results and key trends that organizations should be aware of. U.K.-based researcher Vanson Bourne surveyed 1,000 IT decision makers around the world. The respondent set represents all major geographies and a wide range of company size from SMB to large enterprise. Respondents chosen to participate had to be involved in their organization's cloud storage purchases. Respondents were asked about a range of cloud storage topics, from the amount of data they store and their expectations around budget and growth; to the various benefits and challenges they face as they expand their usage of multiple cloud providers and address increasingly stringent security, compliance, and regulatory requirements.

This report focuses on the subset of respondents in the media & entertainment industry. Their responses illustrate their vertical's practices around the use of public cloud storage and this report will reference these responses in context of the range of industries surveyed in the full Cloud Storage Index Report.

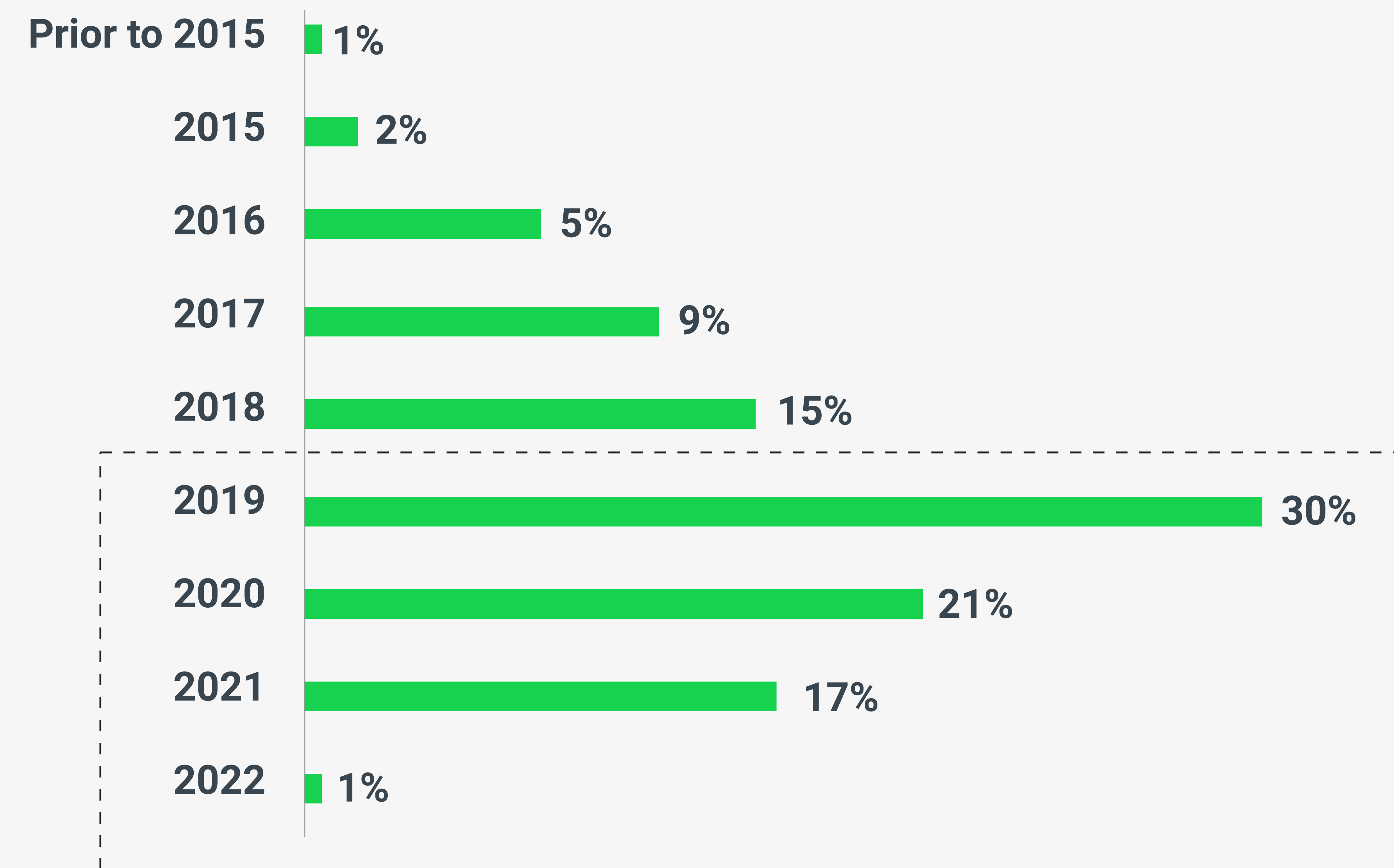
# Cloud Storage Maturity

**69%** of M&E respondents have been using cloud storage for 3 years or less. This indicates that M&E is less mature when compared to global results of which **56%** report using public cloud storage since 2019. The expected change in public cloud storage use is vastly in favor of increasing, suggesting the industry has more growth in store.

How would you describe your organization's approach to "cloud" IT services adoption, including storage?



When did your organization first adopt public cloud object storage?



Source: Wasabi Annual Cloud Storage Survey – 2023

Note: n = 144; totals may not add to 100% due to rounding & exclusion of "don't know"

# Cloud Persona Self-Identification

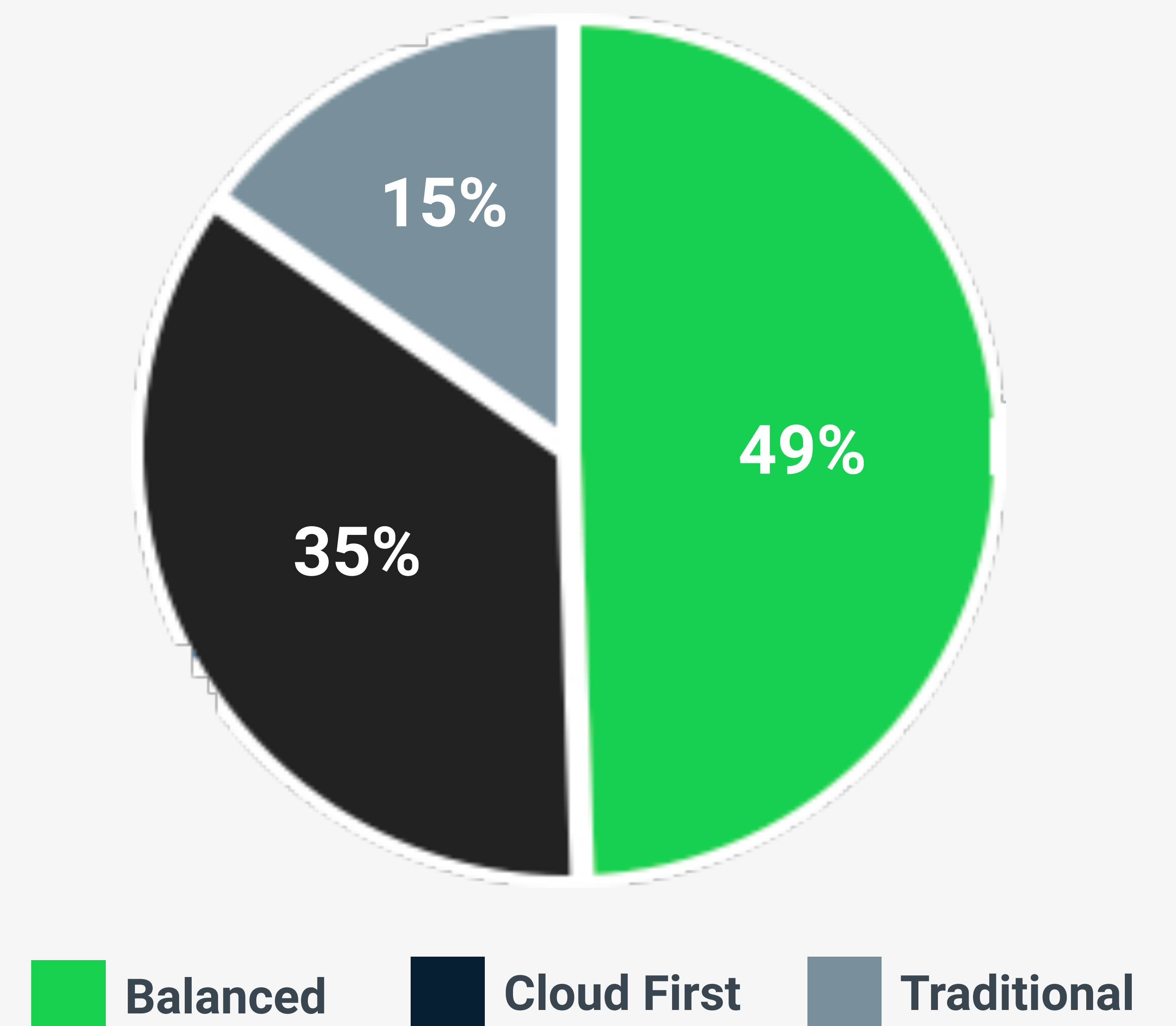
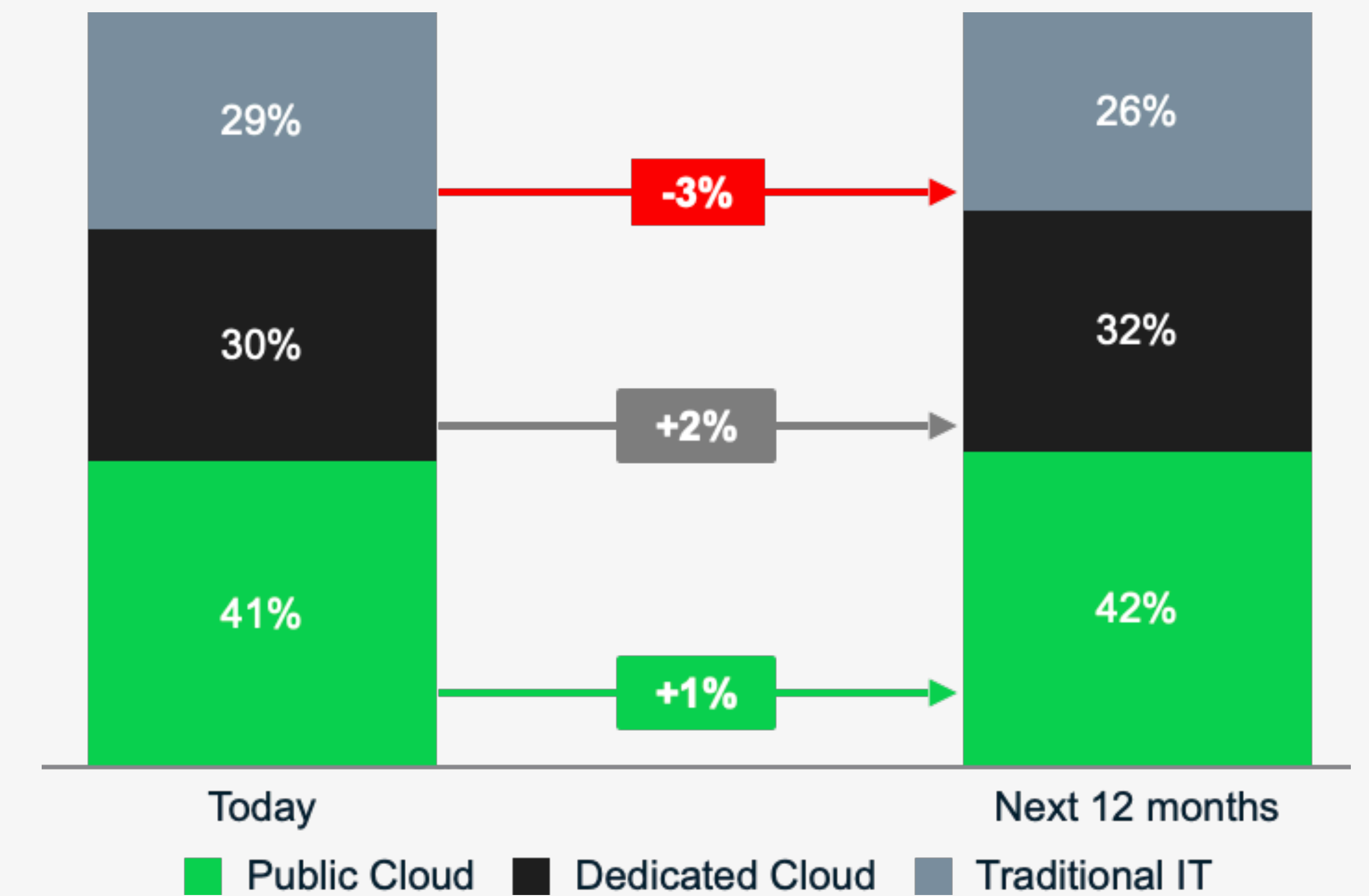
M&E intends to take a “balanced” approach including multiple cloud deployment types (public, private, dedicated). **49%** of M&E respondents identified their organization as having a mix of deployment models including both on-premises and cloud IT services. Many of M&E’s highly specialized workloads are only possible in a studio environment with traditional hardware. Still, there is a shift in resource provisioning.

Only **15%** of respondents identified with the “traditional” approach to cloud IT, corresponding to the 3% decline in traditional IT deployment from 2022 to 2023.

Source: Wasabi Annual Cloud Storage Survey – 2023

Note: n = 144; totals may not add to 100% due to rounding & exclusion of “don’t know”

Thinking about your organization's total storage install base, what percentage resides in the following locations/environments today, and how do you expect that to look in the next 12 months?



# Storage Service Budget: Expectations vs Reality

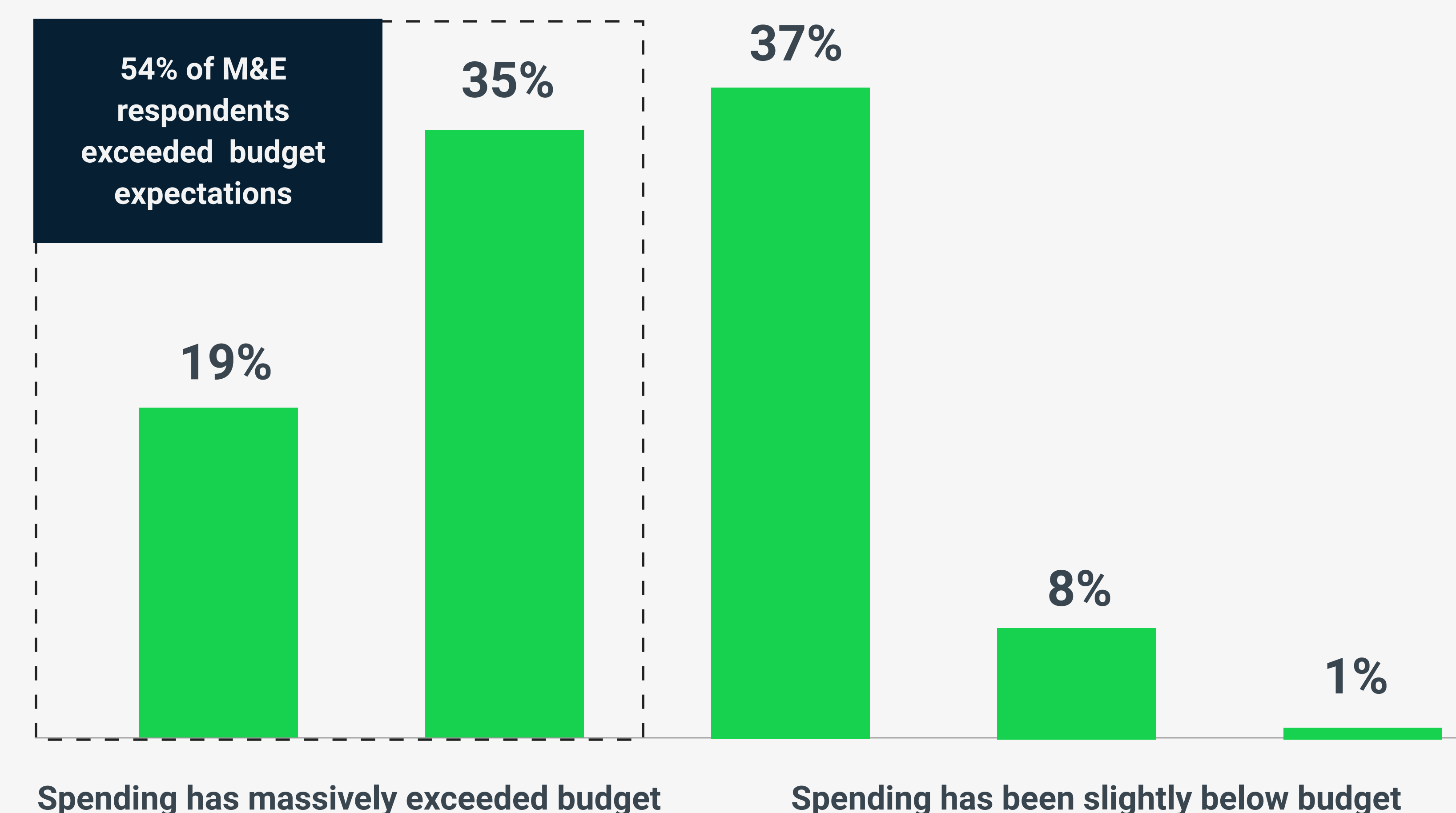
Of these budgets, most are overdrawn. M&E reports slightly higher than the global average of **52%** are exceeding their cloud storage budget. The culprit in half of cases is storage fees. M&E shows by far the highest prevalence of API call fees when it comes to budget excess. M&E ranked this option higher than any other industry, as well as the global average of **37%**. Additionally, understanding cloud usage cost/fees is the #1 migration challenge for M&E.

**13.92%** of the average media & entertainment IT budget goes to public cloud storage services. M&E's average cloud storage budget is slightly below the global average (**14.19%**), but right in the middle of the pack compared to other industries.

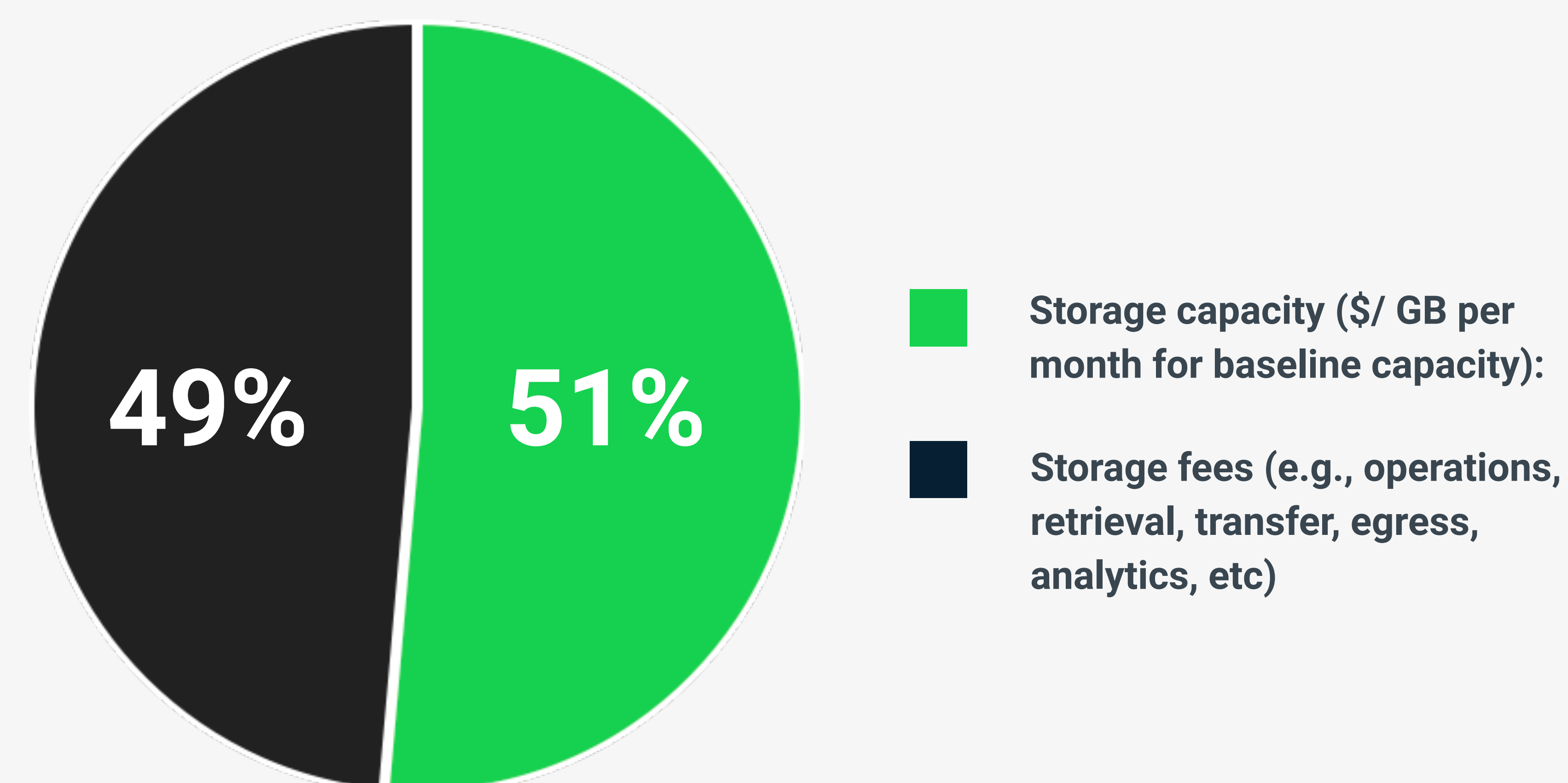
Source: Wasabi Annual Cloud Storage Survey – 2023

Note: n = 144; totals may not add to 100% due to rounding & exclusion of "don't know"

Over the last year, how has your organization's actual spending on public cloud storage aligned with budget expectations?



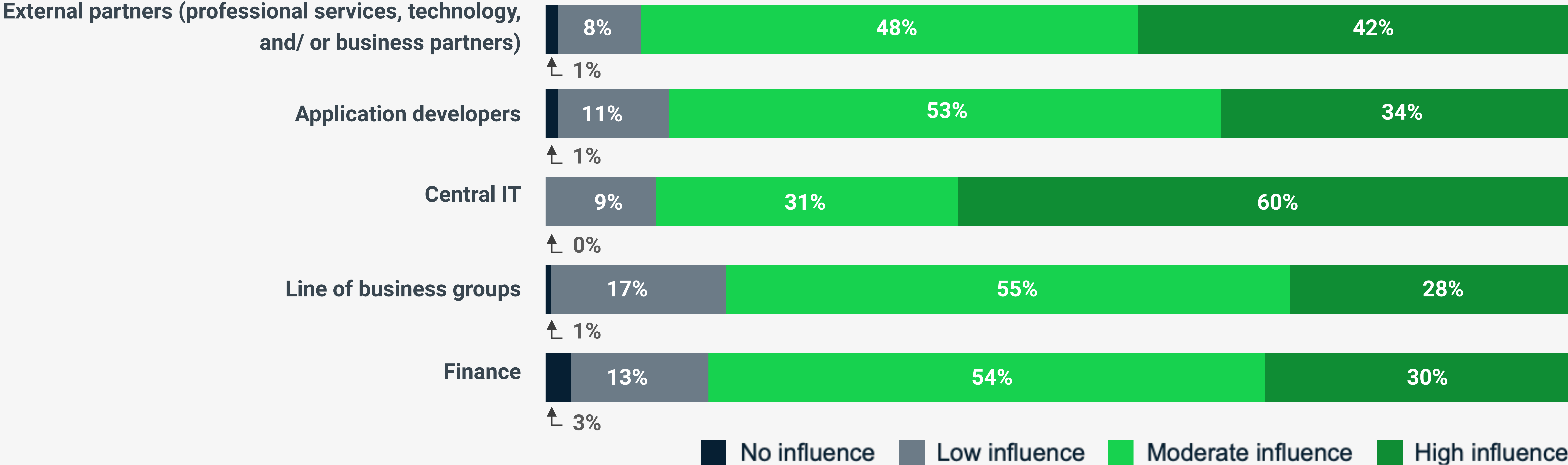
Approximately, what percentage of your organization's total public cloud storage subscription/bill is allocated to the following areas:



# Public Cloud Storage Budget Influence

Unsurprisingly, central IT has by far highest level of influence over M&E budget, aligning with global results. However, partners are #2 influencer in M&E public cloud spending. In fact, if we combine “moderate” + “high” influence, there is only 1% point separating influence of Central IT from external partners. This speaks to the interconnectedness of the M&E workflow and the industry’s dependence on partners working in tandem.

## What level of influence do you believe each department has on your organization’s spending on public cloud storage services?



Source: Wasabi Annual Cloud Storage Survey – 2023  
 Note: n = 144; totals may not add to 100% due to rounding & exclusion of “don’t know”

# Public Cloud Migration & Budget Drivers

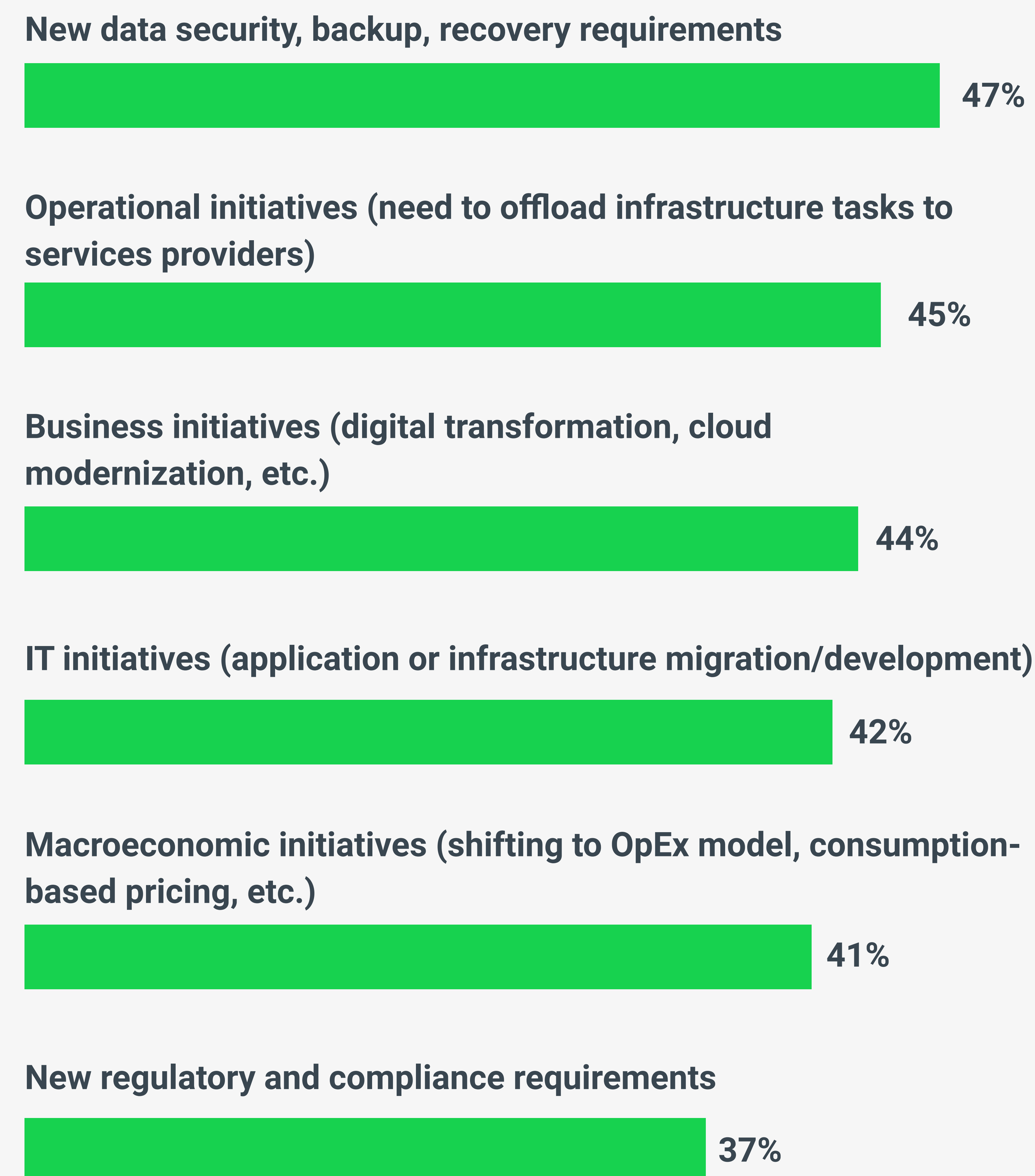
**95%** of M&E respondents migrated storage from on premises to public cloud in the last year, compared to global average of **89%**, one of the highest among industries.

M&E listed “understanding cloud usage costs/fees” as their number one challenge associated with their cloud migration. This corroborates earlier findings that usage fees are responsible for overextending budgets.

Where budgets are growing it is primarily driven by data security, backup, and recovery requirements. M&E ranked these at number one, compared to the global average where this appeared at #3.

Source: Wasabi Annual Cloud Storage Survey – 2023  
Note: n = 121

What are the main reason(s) driving the increase in your public cloud storage budget in the next 12 months?



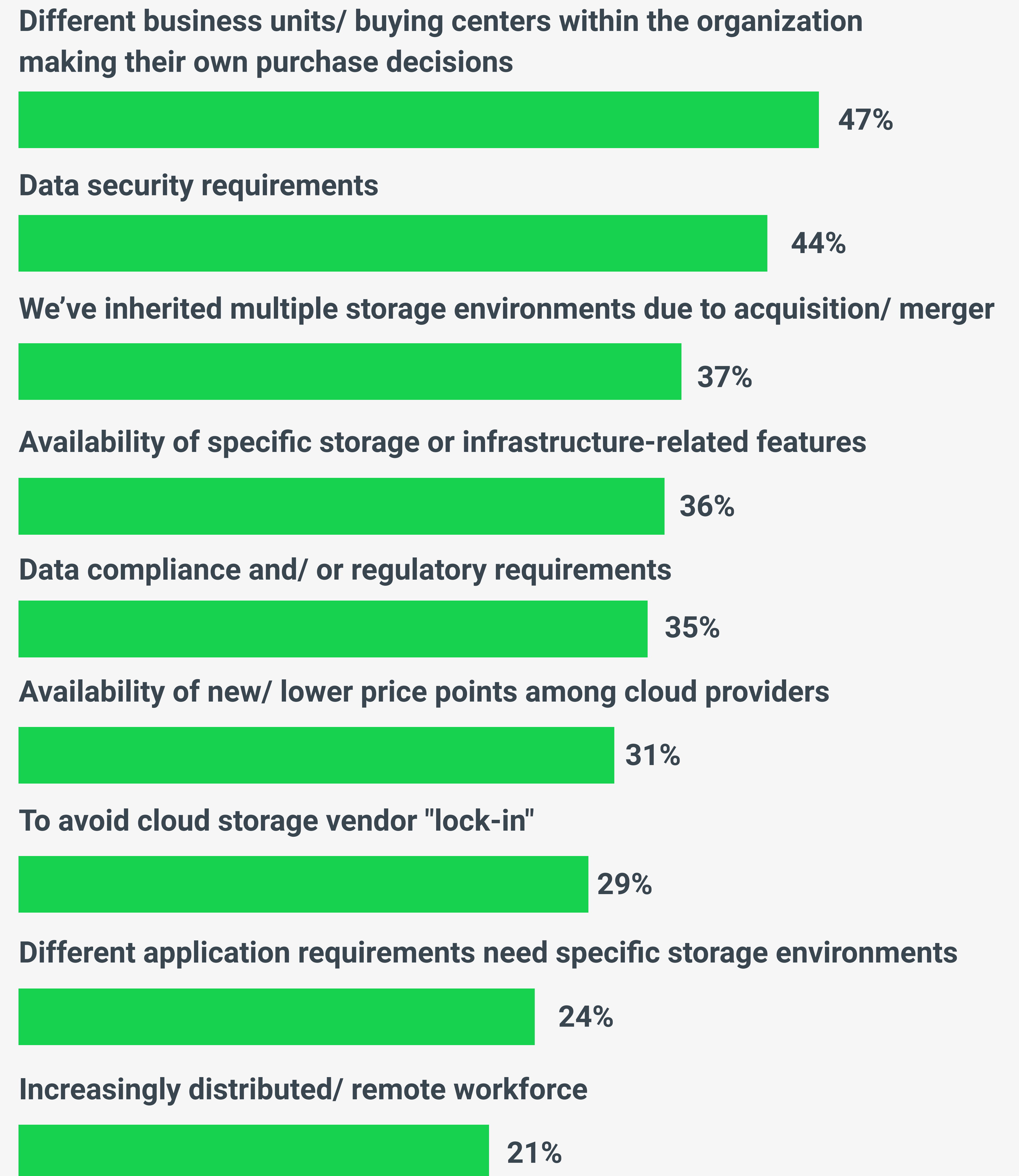
# Drivers of Multicloud Storage Adoption

54% of M&E organizations report using more than one public cloud storage provider.

Data security stands out as a driver of multicloud for M&E (#2), compared to global results where it ranks #4. Interestingly, inheritance of storage environments via merger and acquisition is ranked at #3, where it was ranked #6 globally.

Source: Wasabi Annual Cloud Storage Survey – 2023  
Note: n = 78

## What is driving your organization to use multiple public cloud storage providers?





# Public Cloud Storage Security Concerns

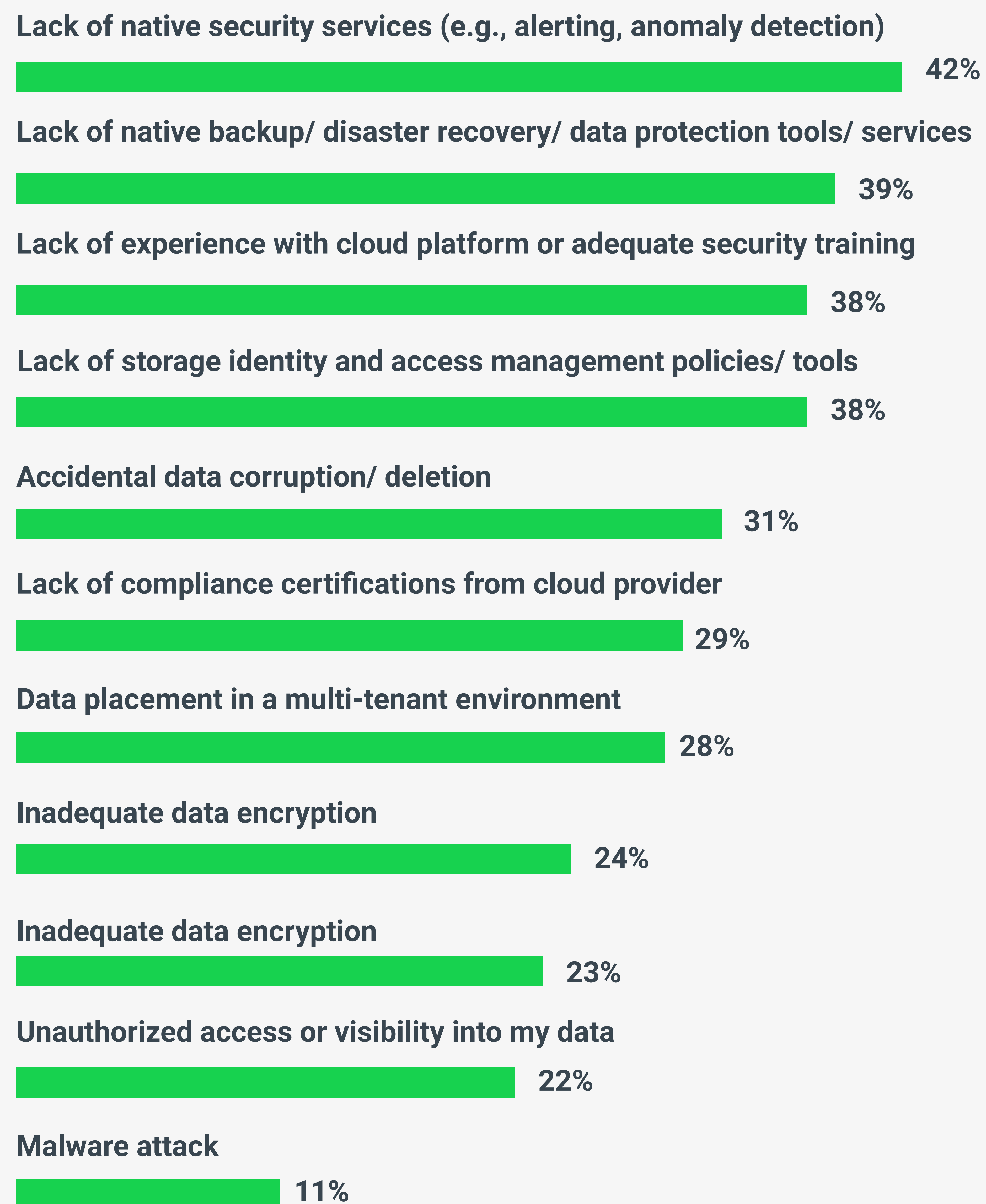
The reliability of cloud storage has been a major problem for the media & entertainment segment. 99% of M&E respondents have experienced cloud storage outages/downtime events. 32% (one in three) of M&E respondents indicated they lost data as a result of cloud storage outages. M&E also shows a higher prevalence of enacting DR/failover plans – globally this was ranked #3.

## What regulatory or compliance initiatives must your organization comply with?

- 1: ISO (42%)
- 2: CCPA (38%)
- 3: GDPR (38%)
- 4: NIST (35%)
- 5: MLPS (32%)

Source: Wasabi Annual Cloud Storage Survey – 2023  
Note: n = 144

## What are your organization's biggest security concerns with public cloud storage?



# Survey Methodology

## Methodology

Wasabi commissioned independent market research agency Vanson Bourne to conduct research into cloud storage. The study surveyed 1,000 IT decision makers who had at least some involvement in or responsibility for public cloud storage purchases in their organization. The research took place in November and December 2022 from organizations with more than 100 employees across all public and private sectors. All interviews were conducted using a rigorous multi-level screening process to ensure that only suitable candidates were given the opportunity to participate.

## Vanson Bourne

Vanson Bourne is an independent specialist in market research for the technology sector. Their reputation for robust and credible research-based analysis is founded upon rigorous research principles and their ability to seek the opinions of senior decision makers across technical and business functions, in all business sectors and all major markets. For more information, visit [www.vansonbourne.com](http://www.vansonbourne.com)



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