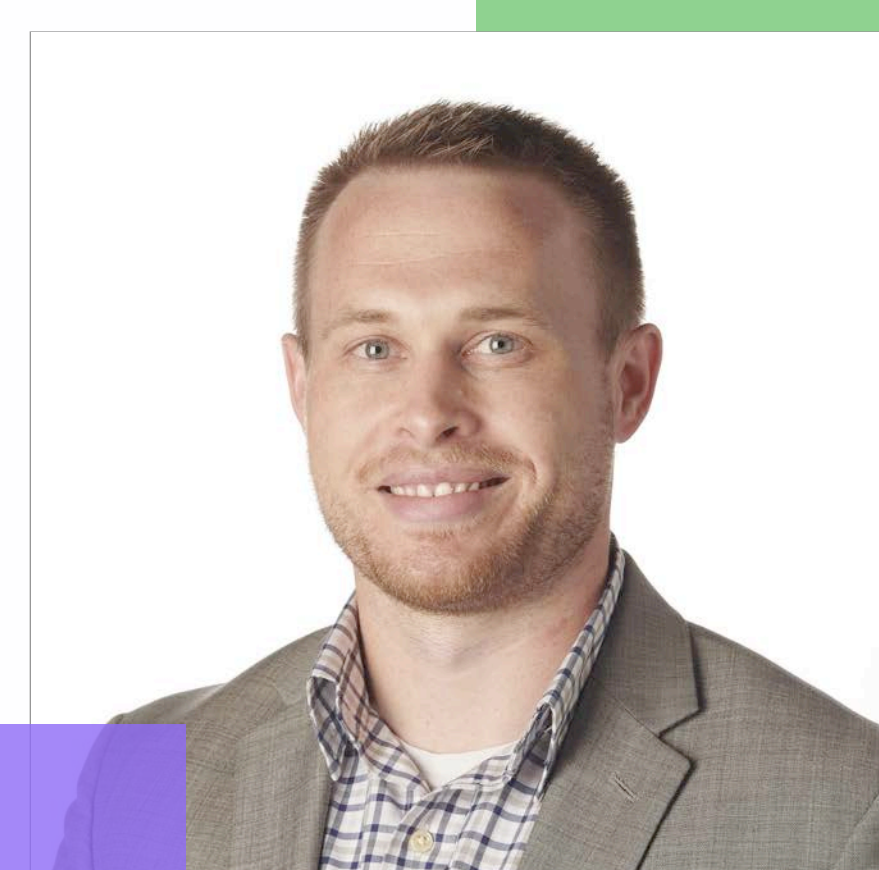




# 2024 Media & Entertainment

Cloud Storage Index Report



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# Survey Summary & Demographics

In late 2023, 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, specifically within the Media and Entertainment industry.

U.K.-based researcher Vanson Bourne surveyed 1,200 IT decision makers around the world. The respondent set represents all major geographies and a wide range of company sizes from SMB to large enterprise. Respondents chosen to participate had to be involved in their organization's cloud storage purchases. Respondents were asked questions covering a range of topics, including their organization's data storage capacity and locations; how their organization approaches cloud IT services adoption; their organization's satisfaction with cloud storage services; strategies and planning for AI/ML adoption and storage-related challenges; and how cloud storage is being used for modern surveillance and data security workloads.

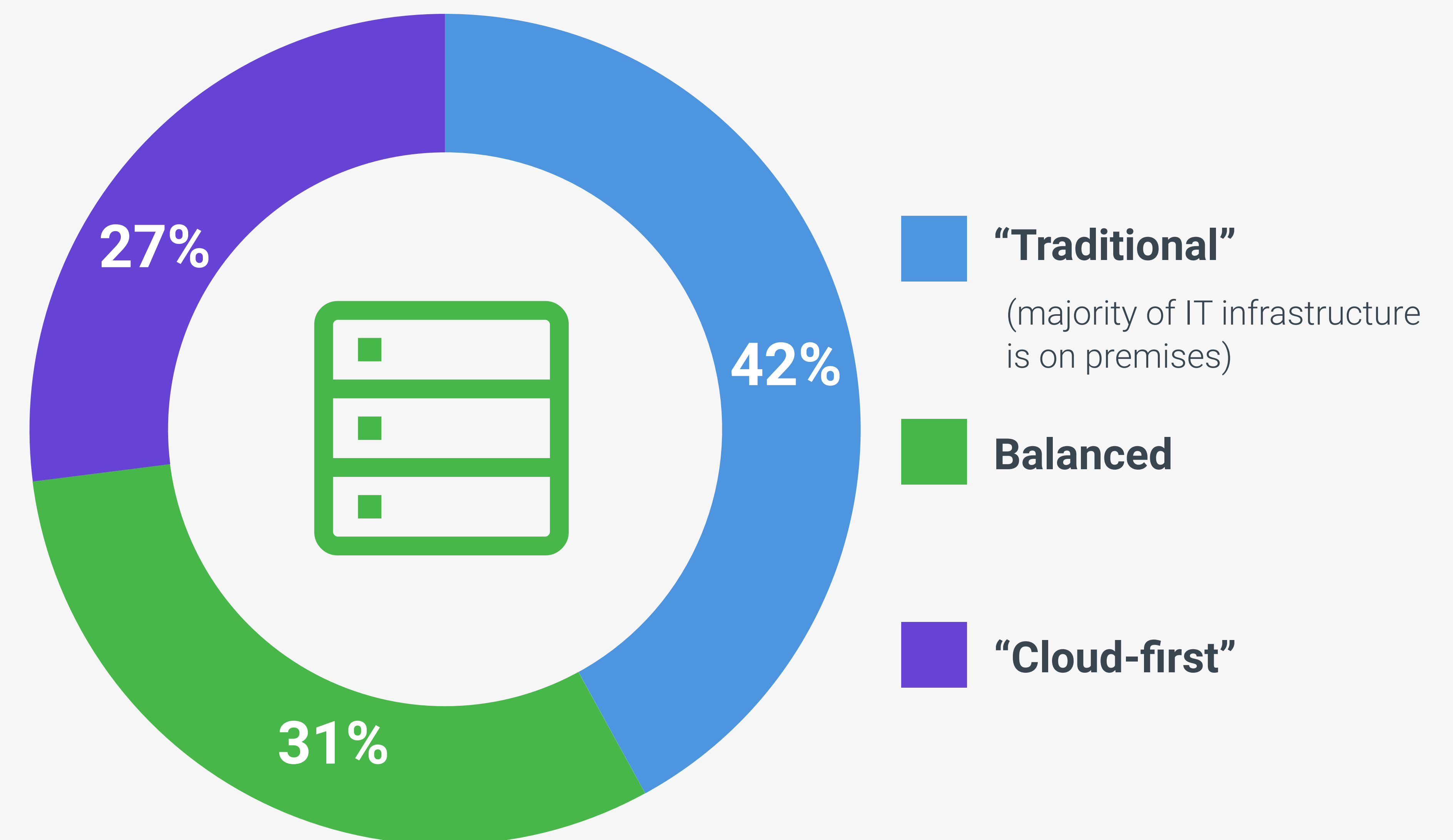
This report focuses on the subset of respondents in the Media & Entertainment industry. Their responses illustrate this vertical's unique preferences regarding the use of public cloud storage.

# Media & Entertainment Cloud Storage Adoption & Maturity

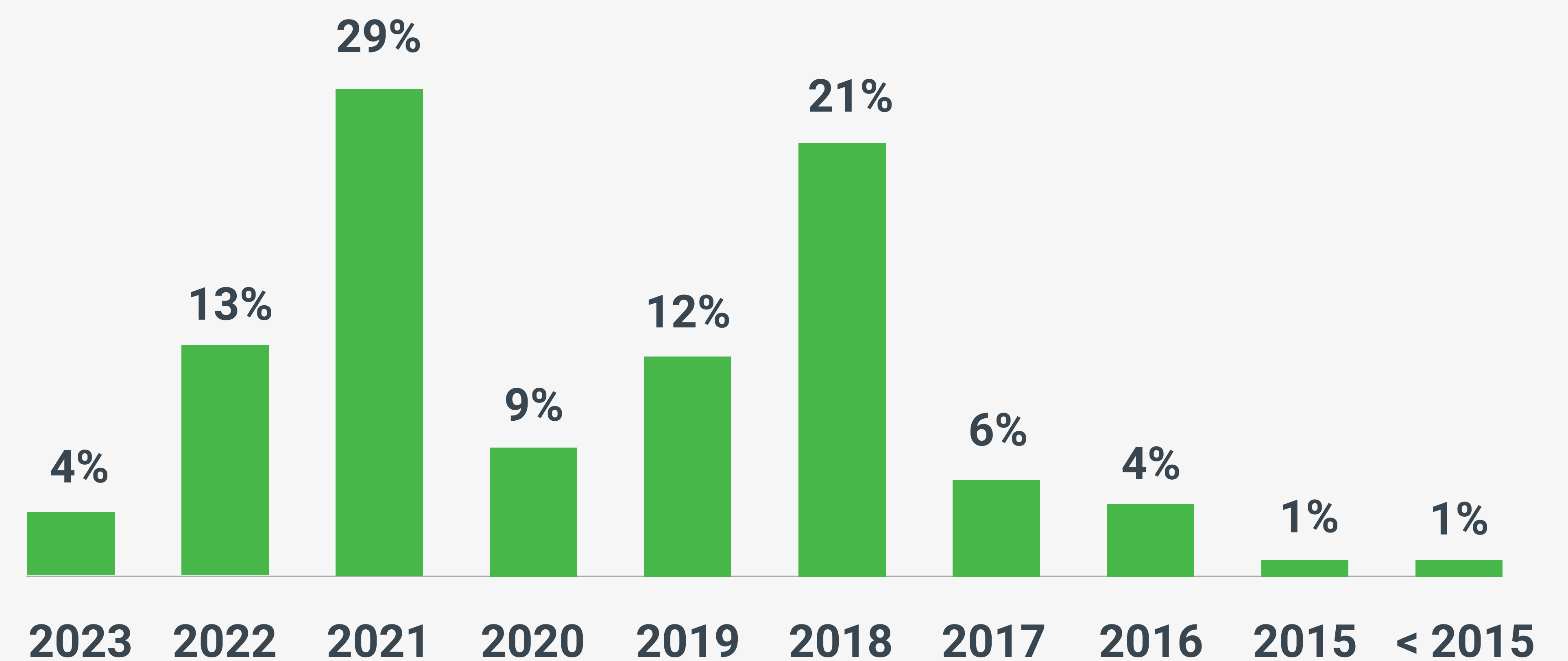
42% of M&E respondents consider their organization “Traditional” when it comes to cloud IT services adoption. This is significantly higher than the global average of 18%. Meanwhile, only 27% of M&E respondents believe their organization takes a “cloud-first” approach to IT services adoption, much lower compared to the 42% global average. These proportions paint a picture of an M&E industry that is still behind the curve of cloud IT services adoption.

46% of M&E respondents have been using cloud storage for 3 years or less. By comparison, this proportion is only 25% when we look at global results. This indicates that our M&E sample includes a much higher proportion of new/recent adopters, which has an important impact on some of the industry trends seen in this report.

How would you describe your organization’s approach to “cloud” IT service adoption, including storage?



When did your organization first adopt public cloud object storage?



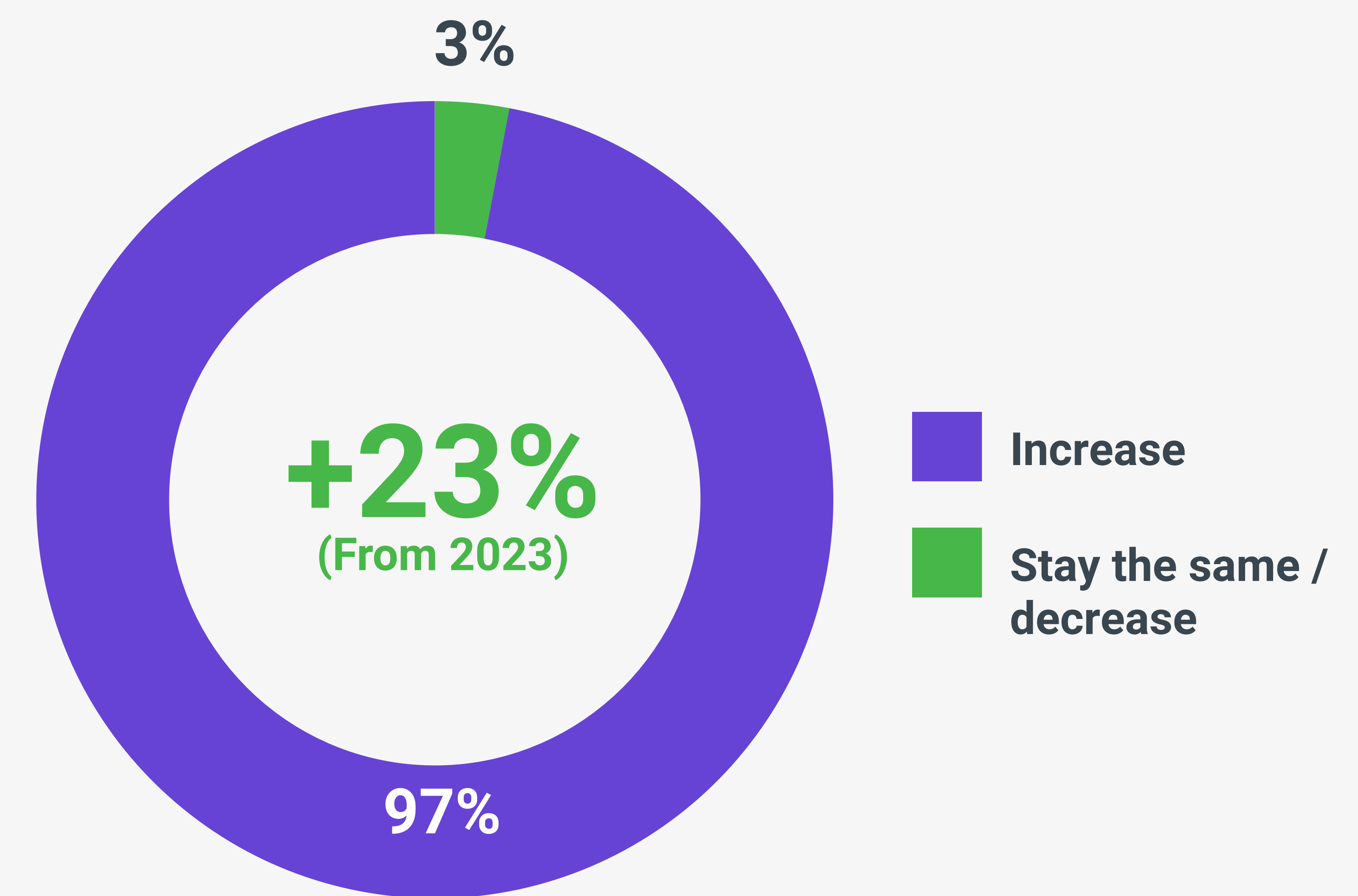
# 97% of M&E Organizations Say Cloud Storage Capacity will Increase in 2024

## Cloud Storage Capacity Grows Unabated

2024's Global Cloud Storage Index indicates that cloud storage capacity will continue to increase – at a slightly accelerated rate compared to 2023.

97% of M&E respondents expect the amount of data they store in the public cloud to increase in 2024. **This is a 23-percentage point increase over the 2023 survey and a positive indicator for the direction of both the market and the M&E industry.** In fact, M&E indicated the second-highest anticipated rate of cloud storage capacity increase when compared to all industries (only Federal Government indicated a higher proportion).

How do you expect the amount of data your organization stores in the public cloud to change over the next year?



### M&E 2023 comparison:

74% said increase

26% said stay the same / decrease

# 95% of M&E Organizations Say Cloud Storage Budgets will Increase in 2024

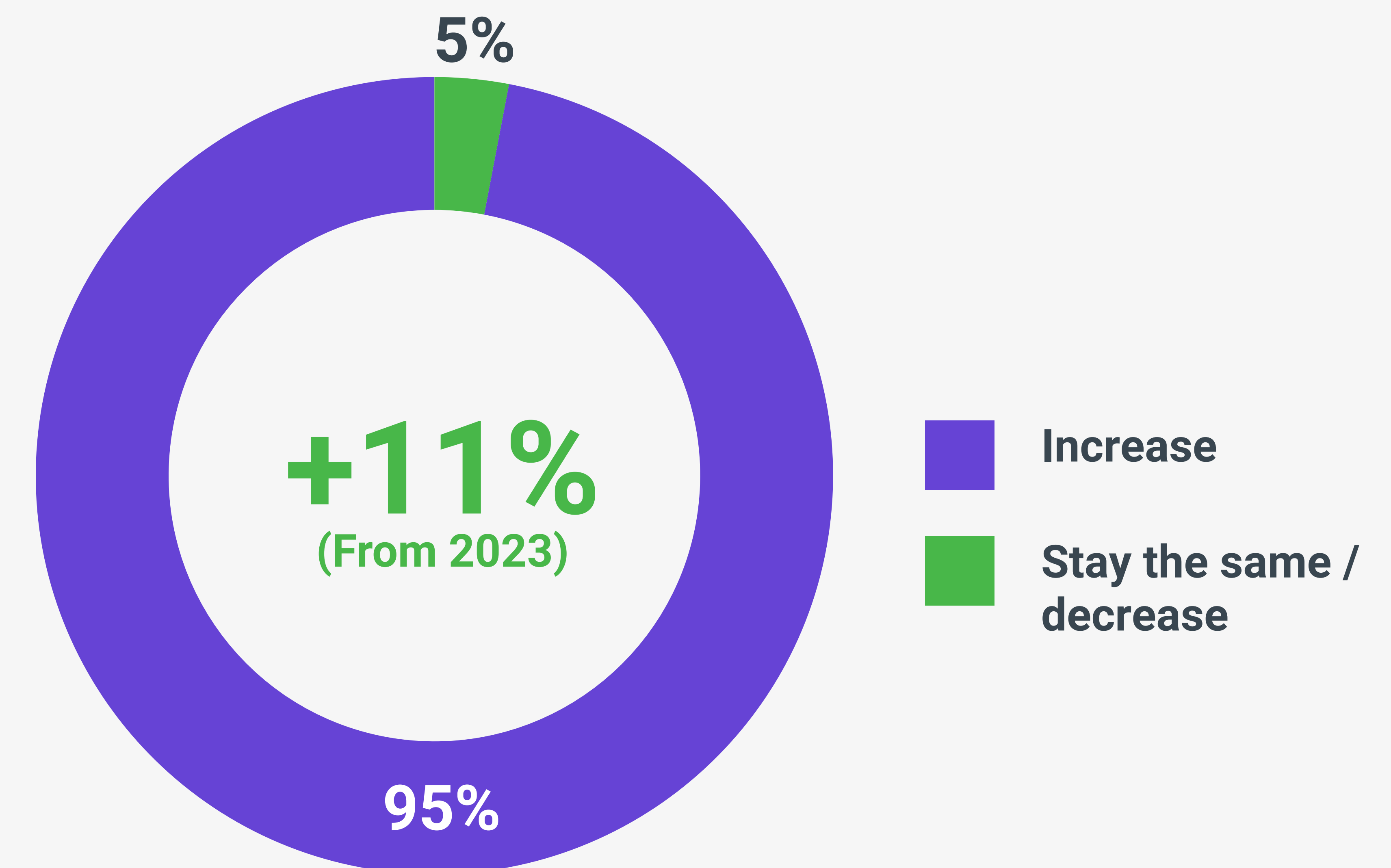
## Organizations Continue to Prioritize Spending for Cloud Infrastructure and Storage Initiatives

The vast majority of M&E organizations plan to expand their budgets for cloud storage solutions, which serves as another positive market indication and an important reflection of the growing ubiquity of storage services in modern IT infrastructure environments.

We asked M&E respondents who expect their budgets to increase to rank the key reasons driving 2024 budget growth:

- 55% of M&E respondents say business initiatives like digital transformation and cloud modernization drive storage budget increase
- 50% of M&E respondents cite IT initiatives like application development or workload migration
- 48% of M&E respondents say their overall data growth expectations are a main reason driving budget increase

How do you expect your organization's public cloud storage budget will change in the next 12 months?



### M&E 2023 comparison:

**84%** said increase

**16%** said stay the same / decrease

# Availability of Adjacent Services, 3rd Party App Integrations, and Data Protection Are Top M&E Considerations When Choosing a Vendor

## Organizations Evaluate a Wide Range of Options When it Comes to Choosing a Cloud Storage Service – Not Just TCO

The rank order of M&E considerations when choosing a cloud storage service indicate a preference towards integrated, secure, and sustainable solutions. The leading consideration – availability of adjacent cloud services from the same provider – may be a reflection of M&E demand to integrate cloud data into a wide range of primary and secondary workloads.

Interestingly, price and TCO do not appear on the list of top 5 choices. In fact, **M&E respondents ranked price/TCO as their least important consideration when choosing a cloud storage service.** Surely, organizations care about the cost of cloud storage, but this ranking illustrates that buyers are looking for solutions which deliver more than just low-cost cloud storage capacity.

Which of the following are your organization's most important considerations when it comes to choosing a cloud storage provider/service?

Adjacent cloud services from the same provider (e.g., SaaS/PaaS services):



Integration with specific third party apps & platforms (e.g., Veeam):



Native data protection, security & compliance capabilities (e.g., immutability, replication):



Sustainability (e.g., provider commitments, tools for carbon footprint calculation):



Global reach (e.g., storage regions/zones):



# The Cloud Storage Market Has A Fee Problem

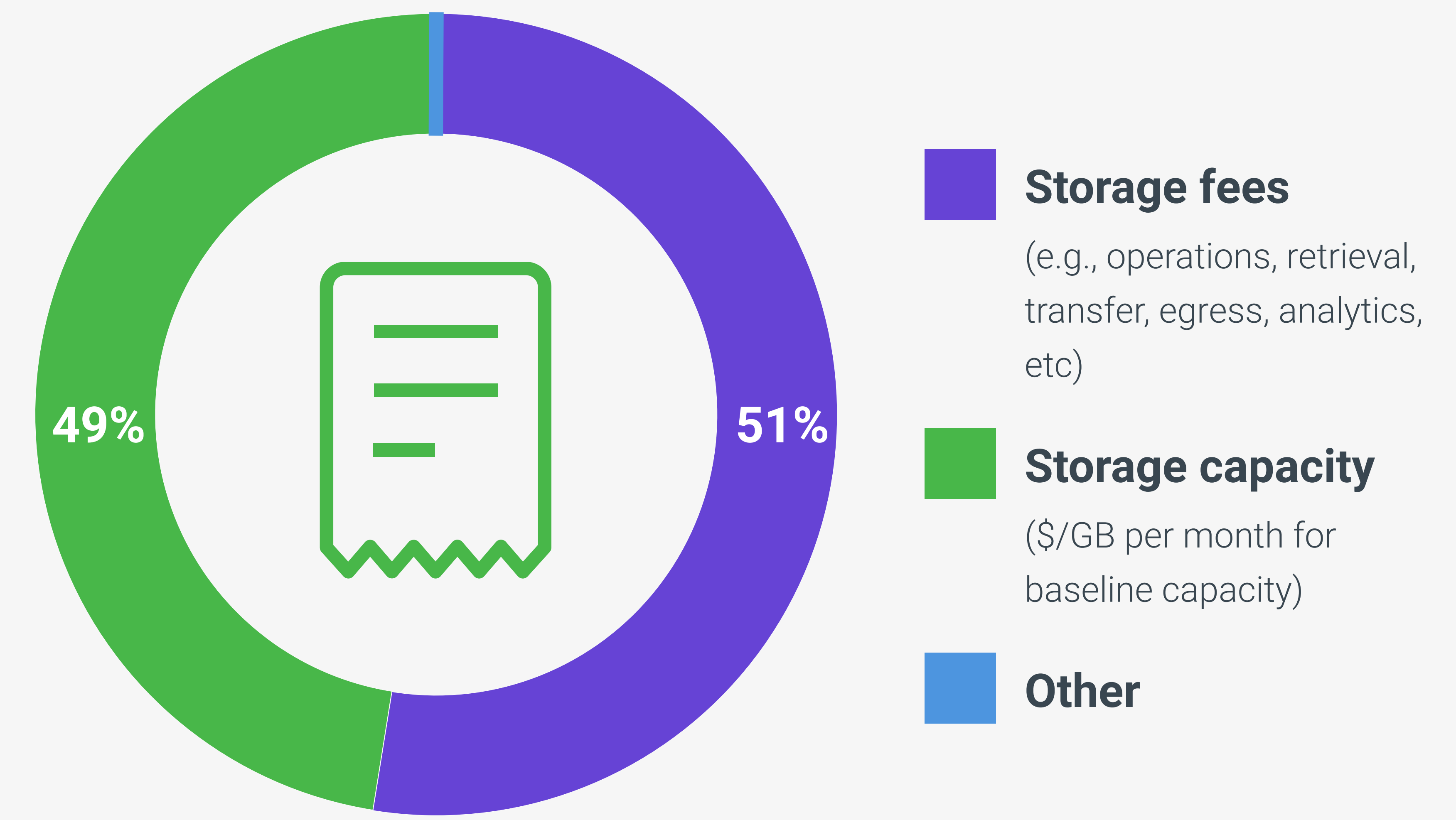
## M&E Organizations Spend More Than Half Their Cloud Storage Bill on Fees for Data Access and Retrieval, Operations, Migration, and Egress

The high proportional mix of fees incurred by M&E organizations using cloud storage services continues to be a pain point. These variable fees make it difficult for organizations to forecast their cloud storage costs accurately, or even interpret the breakdown of their billing on a month-to-month basis.

This complexity is a key reason why **79% of M&E organizations surveyed this year say they exceeded their budgeted spend for cloud storage in 2023**. Unfortunately, this was the highest proportional rate of budget excess among all industries surveyed this year. Here are the details on reasons for M&E budget excess:

1. 49% of M&E respondents incurred higher API call fees than expected (e.g., puts/gets, reads/writes, restores)
2. 43% of M&E respondents say their cloud provider increased the list price of the storage service
3. 36% of M&E respondents say they migrated additional applications/ data to cloud than originally forecast

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



# 100% of M&E Respondents Plan to Develop or Deploy AI/ML Apps and Services in 2024

## All 164 M&E Respondents are Considering AI/ML Solution Adoption, But Face New Storage Challenges

Part of the goal of the 2024 Cloud Storage Index was to gather data on adoption of Artificial Intelligence (AI), Machine Learning (ML), and analytics, and better understand how these technologies are driving organizations to evaluate novel infrastructure solutions.

We asked M&E respondents to rank their top cloud storage concerns related to AI/ML workload adoption. Here's what they said:

- 51% of M&E respondents say AI/ML workload adoption will create new challenges storing data across a wider range of locations (e.g., edge, core, cloud)
- 46% of M&E respondents say addressing new data backup, protection and recovery requirements will be a top challenge
- 43% of M&E Respondents believe unpredictable storage cost patterns (e.g., egress fees, data access fees) will be a top challenge

## Most important drivers influencing adoption/ planned adoption of AI/ML apps & services:



## AI/ML Technology Spotlight:

- 43% of M&E organizations say they have implemented or will implement AI/ML-based security and compliance solutions
- 38% of M&E organizations say they have implemented or will implement Generative AI solutions
- 37% of M&E organizations say they have implemented or will implement AI/ML solutions to improve product design processes