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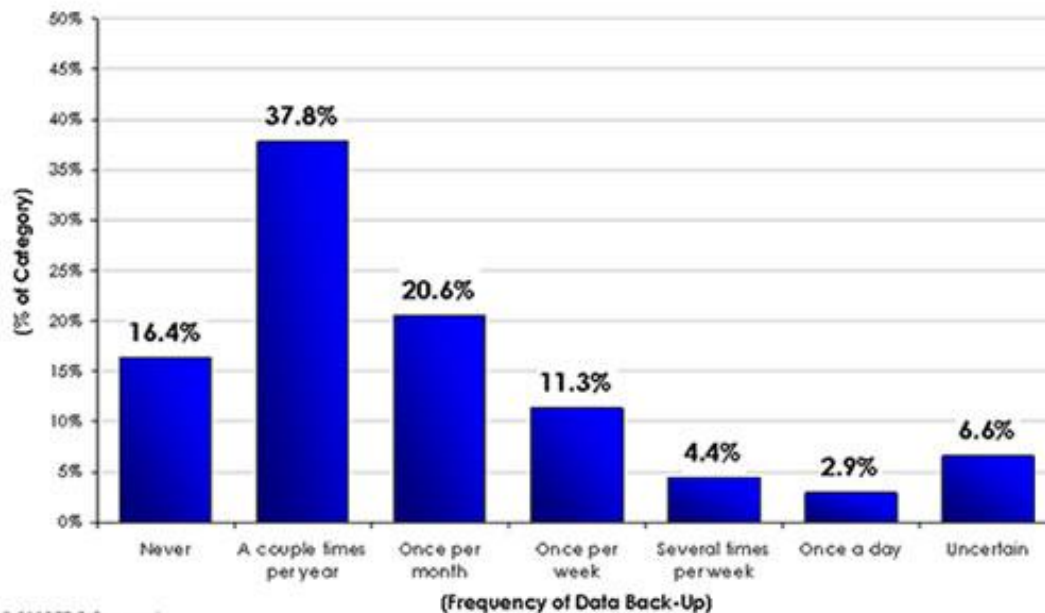
Backup Behavior Among Early Adopters Remains Wanting

New Research from The Diffusion Group Finds that Less than Half of Broadband Network Owners & Intenders Back Up Their Home Data more than a Couple Times per Year

Landmark Study Defines Consumer & Small Business Storage Behavior and Identifies Emerging Trends and Opportunities

August 16, 2005 (Dallas, Texas) - Approximately 54% of US broadband households who either own or are likely to purchase a home network report backing up their home data files less than "a couple times per year." According to TDG's latest report, [The DNA of the Digital Home: Trends in Digital Home Storage](#), 20% of these early adopters back up their home data at least once per week. Approximately 16% of this consumer segment reported never having backed up their home data.

(Among Broadband HoH, Home Network Owners & Intenders, n = 1,119)



"Given how rapidly home data is accumulating, it is surprising that even among the early adopter consumer segment we are still witnessing such poor backup habits," said Tom Coughlin, consulting analyst with The Diffusion Group. "According to TDG's estimates, the amount of digital data generated in the home will grow from about 322 GB per home in 2005 to 1,933 GB in 2010. Consumers must become better acquainted with the options they have for backing up their important data, and vendors must focus on producing storage equipment that is easy to use and fits into the normal cycle of daily PC and CE usage. Only then will consumers become more adept at backing up their important data files, be they documents or multimedia files."

Among those network owners and intenders that backup their data (even infrequently):

- 61% report burning content to CDs;
- 27% burn content to DVDs;
- 33% copy content to an external hard disc drive (HDD);
- 9% copy to a server;
- 6% backup using an online storage service; and
- 8% backup their data using network-attached storage (NAS).

TDG's new report, [The DNA of the Digital Home: Trends in Digital Home Storage](#), provides an examination of the general storage trends in the digital home, as well as a detailed analysis of the drivers and constraints that will determine consumer demand for network-attached storage units. The report includes an analysis of disc drive and storage product trends and the leading companies driving innovation in digital home storage. Forecasts include worldwide home networking and connected devices; HDD demand by unit shipment and market share; HDDs for consumer applications; HDDs for both fixed and mobile applications; HDD form factor projections; external disc drive devices; single and multiple NAS average sales prices; and projected unit and revenue for NAS units through 2010.

The complimentary report is available at TDG's website or by contacting the firm at 469.287.8050.

About TDG

The Diffusion Group is a market planning and research firm dedicated to keeping our clients *In Front of the Curve*.™ Since 2004, TDG has helped more than 250 technology leaders, media companies, and service providers to understand and manage the quantum shifts now impacting how consumers access, navigate, distribute and consume media – whenever and wherever they may be.

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