



proudly present:

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Savvis

CLOUD COMPUTING
Revolutionizing Entertainment & Media
The Impact of Mobile Cloud Computing & Big Data
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Cost Of Storage

- Cloud Storage: \$0.0XX/GB
- Computer HD: \$0.10/GB
- Mobile Device: \$2-3/GB (Based on cost of upgrading local storage on iPhone etc...)

Cost Of Bandwidth

- US Home Internet \$20/Unlimited
- Canadian Home Internet: \$.50/GB (cheapest
- 500 GB Service Commitment
- Mobile Data \$5/GB

Costs of Computing

- Cloud is THE MOST EXPENSIVE form of Centralized Computing and Shared Services
- Co-Location is the second most Expensive
- Managed Hosting on Dedicated Infrastructure is the Lowest Cost Option

What This Means For Consumers

- If I have cheap and abundant bandwidth, cloud makes the most sense for media files
- If I am on a mobile device, both storage and bandwidth are very expensive, creating a dis-incentive to consume.
- As we become more mobile we are more accepting of bandwidth metering



What This Means for Us

- It Is a Marathon, Not a Sprint
- Efficiency Is Not Inherent, It Is A Function Of Workflow
- Cost, Security and Usability Remain Barriers
- The Only Real Incentive for Media Companies to Drive Consumers To Use Cloud Storage is Big Data, For Consumers It Is Convenience