

The Summer of Storage



# How People Are Using Their Data During the Holidays

**88%**

of vacation goes pack a WiFi or 3G enabled device<sup>1</sup>



**51%**

of all international tourists travel to Europe<sup>2</sup>



**50%**

of them download travel applications before they go<sup>1</sup>



**33%**

of travelers share holiday-related content online<sup>2</sup>

**9 billion**

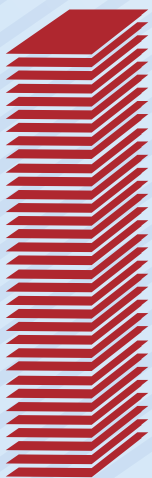
photos uploaded to Facebook each month<sup>3</sup>

**1.35 billion**

photos uploaded to Instagram each month<sup>4</sup>



That's **10.35 billion photos**



If all those photos were printed, they'd make a stack

**72,450** kilometres high



That's **517 million** ice cream cones laid end to end



Fortunately, all those photos go into the cloud

So the cloud needs **19,741 TB** more storage each month

That's why NetApp provides fast-deploying storage infrastructure to cloud service providers to keep all those memories safe.



<sup>1</sup> <http://info.text100.com/travel-tourism-digital-index-2012/>  
<sup>2</sup> <http://www.regiodata.eu/en/europe-attractive-brand-51-all-international-tourists-travel-europe>  
<sup>3</sup> <http://gigaom.com/2012/10/17/facebook-has-220-billion-of-your-photos-to-put-on-ice/>  
<sup>4</sup> <http://instagram.com/press/>

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