In 2016, Amazon was the clear leader in Cloud Storage, representing 63% of the market.

Despite a 100% growth from 2014 to 2015, the Google Cloud does not represent a significant source or destination location for media processing.

Google will start to take this space more seriously.

Big Media Loves Akamai

Our M&E customers using Akamai NetStorage as a destination for cloud storage.

It's no surprise that Amazon's grip on the world of Cloud Storage was unwavering in 2015. Representing 63% of Cloud Storage, Amazon saw a significant increase in usage, with 18% of our customers using Amazon S3 as a primary storage solution.

Broadcasters Expand in the Cloud

As companies try to do more with less, adaptive packaging formats continue to lead the way when it comes to media delivery. Tech innovators like Dolby & Apple continue to lead the charge by creating high-quality audio formats.

HEVC Almost Mainstream

HEVC saw a significant increase in usage, with 48% of our customers using HEVC video code for delivery of optimized video. Apple already uses HEVC for FaceTime on newer iOS devices, so we expect to see more use of the technology in the near future.

New this year, we evaluated how people are getting content to and from the cloud. Despite being less popular, Adaptive Bitrate Standards continue to be used by 8% of our customers.

As more and more devices are released that support 4k content, video code streaming is on the rise. Overall, the data remained virtually the same.

Horizontal distribution amongst leading formats with a slight increase in 4k resolutions. 4k saw nearly 50% growth, but it remains far from the pole position. 720p remains a popular adaptive format along with PlayReady DRM. This is in support of the XBOX One which has evolved beyond a game console to become a popular adaptive format.

As more and more devices support 4k content, video code streaming is on the rise. Overall, the data remained virtually the same.

As more and more devices support 4k content, video code streaming is on the rise.

All data, trends, and insights that will help shape your media processing strategy.