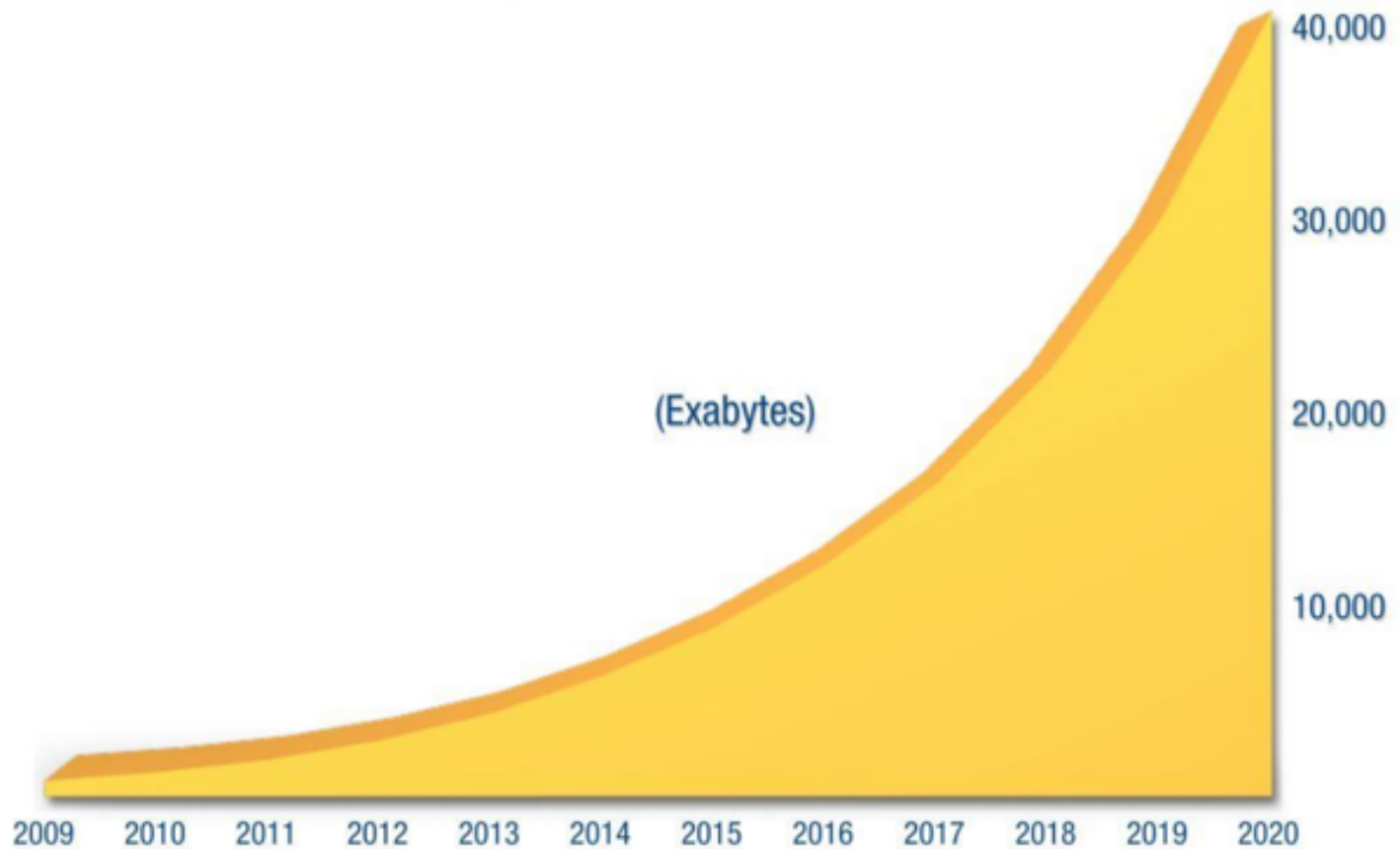


## The Digital Universe: 50-fold Growth from the Beginning of 2010 to the End of 2020



Source: IDC's Digital Universe Study, sponsored by EMC, December 2012

Within these broad outlines of the digital universe are some singularities worth noting.

First, while the portion of the digital universe holding potential analytic value is growing, only a tiny fraction of territory has been explored. IDC estimates that by 2020, as much as 33% of the digital universe will contain information that might be valuable if analyzed, compared with 25% today. This untapped value could be found in patterns in social media usage, correlations in scientific data from discrete studies, medical information intersected with sociological data, faces in security footage, and so on. However, even with a generous estimate, the amount of information in the digital universe that is "tagged" accounts for only about 3% of the digital universe in 2012, and that which is analyzed is half a percent of the digital universe. Herein is the promise of "Big Data" technology — the extraction of value from the large untapped pools of data in the digital universe.