

# **Back-Up Tape Tracker™**

**Trends for LTO, DLT-S, DLT-V, 4 mm, 8 mm, and QIC Media Markets**

## **Executive Summary**

**Q1 2011**

Back-up tape cartridge sales amounted to \$220.07 MM in the First Quarter. LTO accounted for 87.3% of total with sales of \$192.06 MM. The media market is expected to have sales of \$214.96 MM in the next quarter.

Total LTO sales rose to 6.8 MM units in Q1 with the growth LTO-5 and continuing strength of LTO-4. LTO-5 accounted for 11% of unit sales and 26% of dollars. LTO-4 was up slightly, representing 46% of units and 39% of dollars. LTO-3 was up 10% off a smaller base. It accounted for 31% of volume and 25% of dollars. LTO-1 and LTO-2 were also up. LTO-2 accounted for 11% of units and 10% of dollars. LTO-1 sold 1% of units and 1% of dollars. **Hewlett-Packard (H-P)** led the LTO market with a 35% share. **Fuji** was the second largest supplier and **IBM** was third. In Q2 LTO volume is expected to be supported by LTO-5 and LTO-4 but the total will be slightly down as sales of earlier generations decline.

The DDS/DAT cartridge volume increased to .9 MM units in Q1. DAT-72 accounted for 41% of unit sales and 44% of the value of the segment. DAT-160 accounted for 22% of the value of the segment and DAT-320 held 6%. H-P led the DDS/DAT market with a 68% share. Segment dollar sales amounted to \$10.53 MM.

DLT-S cartridge sales amounted to .1 MM units. H-P led the segment. It was followed by **Quantum** and Fuji. DLT-S dollar sales are expected to be off to \$6.86 MM in the Q2.

DLT-V sales were marginally up at .1 MM units. Their value was \$3.19 MM. H-P led the segment with a 29% share. Quantum was second at 28%. DLTtape™ IV cartridges accounted for 45% of units. Sales of DLT-V are expected to be down -14% in Q2.

AIT media supports its respective installed bases of drives. Total AIT cartridge volume in the quarter amounted to .1 MM units. **Sony** had a 95% share in the segment.

Shipments of QIC cartridges in the quarter totaled .03 MM units. Their value was \$2.26 MM. Imation dominated the segment with a market share of 92%.

The 8 mm metal particle cartridge amounted to .01 MM units worth \$0.06 MM. Sony led the segment with a 59% market share. **Tandberg** supplied 8 mm metal evaporated cartridges for its VXA and Mammoth drives. Sales were .03 MM units in the quarter.

For additional information about Back-Up Tape Tracker and Santa Clara Consulting Group or to place orders, please e-mail [dbunzel@sccg.com](mailto:dbunzel@sccg.com) or call +650-938-6945 or +416-932-8407.

# Back-up Tape Tracker™

Santa Clara Consulting Group's Q1 2011 issue of the **Back-up Tape Tracker Report Series** is now available. To place an order for an issue or an annual subscription to the **Back-up Tape Tracker Reports** series, please complete the following form and send it by fax or e-mail to one of the following:



.....  
Fax back – 650-938-6521 – or e-mail dbunzel@sccg.com

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Country \_\_\_\_\_ Zip/Postal \_\_\_\_\_

Code \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_

Email \_\_\_\_\_

- |                          |   |           |
|--------------------------|---|-----------|
| <input type="checkbox"/> | Back-up Tape Tracker Report: Subscription 2011 – 12       | \$13,950* |
| <input type="checkbox"/> | Back-up Tape Tracker Report: per Quarter (Q1, Q2, Q3, Q4) | \$2,750   |
| <input type="checkbox"/> | Back-up Tape Technology Report – 2011                     | \$6,950   |
| <input type="checkbox"/> | Additional Hard Copies _____ (\$250 per copy per report)  | _____     |
| <input type="checkbox"/> | Full series PDF license \$1000.00                         | _____     |

Total \_\_\_\_\_

\* Full Series includes four quarterly reports and the annual Back-up Tape Technology Report. There is a \$500.00 early subscriber discount for orders received by March 15, 2011.

Reports are shipped by express mail, not included in the above pricing. Please note that shipping charges will be higher for additional copies to multiple locations.

For more information contact:

**Santa Clara Consulting Group**  
65 Washington Street, Suite 170  
Santa Clara, CA 95050  
Phone: 650-938-6945  
FAX: 650-938-6521  
e-mail: dbunzel@sccg.com