

# **Back-Up Tape Tracker™**

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

## **Executive Summary**

**Q1 2013**

Back-up tape cartridge sales amounted to \$149.72 MM in the First Quarter. LTO accounted for 92.5% of total with sales of \$138.54 MM. The media market is expected to grow to \$164.63 MM in the next quarter.

Total LTO sales were slightly down at 5.3 MM units in Q1. LTO-6 commenced its ramp in the quarter accounting for 4% of units and 13% of dollars. LTO-5 was off in the quarter. It accounted for 32% of unit sales and 36% of dollars. LTO-4 was significantly down. It represented 41% of units and 32% of dollars. LTO-3 sales declined -4%. They accounted for 18% of volume and 14% of dollars. LTO-2 and LTO-1 were both down. Combined, they accounted for 5% of units and 4% of dollars. **Hewlett-Packard (H-P)** led the LTO market with a 30% share. **Fuji** was the second largest supplier and **IBM** was third. In Q2 LTO sales are expected to rise slightly. They will be supported by increasing volumes of LTO-6 and LTO-5.

The DDS/DAT cartridge volume was up 7% to .46 MM units in Q4. DAT-72 accounted for 41% of unit sales and 45% of the value of the segment. DAT-160 accounted for 31% of the value of the segment and DAT-320 sold 3%. H-P led the DDS/DAT market with a 70% share. Segment dollar sales amounted to \$6.02 MM.

DLT-S cartridge sales amounted to .03 MM units. **Quantum** led the segment. It was followed by H-P and **Maxell**. DLT-S dollar sales are expected to be off to \$1.88 MM in Q2.

DLT-V sales were off at .02 MM units. Their value was \$0.77 MM. DLTtape™ IV cartridges accounted for 51% of units. Quantum led the segment with a 58% share. Imation was second at 18%. Sales of DLT-V are expected to be lower in Q2.

AIT media supports its respective installed bases of drives. Total AIT cartridge volume in the quarter amounted to .02 MM units. **Sony** was the sole source for the product.

Shipments of QIC cartridges in the quarter totaled .02 MM units. Their value was \$1.50 MM. **Imation** dominated the segment with a market share of 97%.

The 8 mm metal particle cartridge amounted to .01 MM units worth \$0.03 MM. Imation led the segment with a 59% market share. **Tandberg** supplied 8 mm metal evaporated cartridges for its VXA and Mammoth drives. Sales were .004 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™

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