

# **Back-Up Tape Tracker™**

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

## **Executive Summary**

**Q3 2013**

Back-up tape cartridge sales amounted to \$141.73 MM in the Third Quarter. LTO accounted for 94.8% of total with sales of \$134.35 MM. The media market is expected to grow to \$142.62 MM in the next quarter.

Total LTO sales were slightly up at 5.1 MM units in Q3. LTO-6 continued its ramp in the quarter accounting for 8% of units and 22% of dollars. LTO-5 posted significant growth in the quarter. It accounted for 37% of unit sales and 35% of dollars. LTO-4 was slightly down. It represented 38% of units and 30% of dollars. LTO-3 sales declined -11%. They accounted for 13% of volume and 11% of dollars. LTO-1 was slightly up and LTO-2 was off -16%. Combined, they accounted for 3% of units and 3% of dollars. **Hewlett-Packard (H-P)** led the LTO market with a 31% share. **Fuji** was the second largest supplier and **IBM** was third. Q4 LTO sales are expected to ease slightly. They will be supported by growth of LTO-6 and relatively steady volumes of LTO-5.

The DDS/DAT cartridge volume was up 13% to .40 MM units in Q3. DAT-72 accounted for 34% of unit sales and 39% of the value of the segment. DAT-160 accounted for 29% of the value of the segment and DAT-320 sold 3%. H-P led the DDS/DAT market with a 73% share. Segment dollar sales amounted to \$4.91 MM.

DLT-S cartridge sales amounted to .02 MM units. H-P led the segment. It was followed by **Quantum** and **Maxell**. DLT-S dollar sales are expected to be off to \$0.75 MM in Q4.

DLT-V sales were off at .01 MM units. Their value was \$0.35 MM. DLT-VS1 cartridges accounted for 59% of units. Quantum led the segment with a 51% share. H-P was second at 27%. Sales of DLT-V are expected to be lower in Q4.

AIT media supports its respective installed bases of drives. Total AIT cartridge volume in the quarter amounted to .01 MM units. **Sony** was the sole supplier of the product.

Shipments of QIC cartridges in the quarter totaled .01 MM units. Their value was \$.55 MM. **Imation** dominated the segment with a market share of 96%.

The 8 mm metal particle cartridge amounted to .01 MM units worth \$0.03 MM. Sony led the segment with a 53% market share. **Tandberg** supplied 8 mm metal evaporated cartridges for its VXA and Mammoth drives. Sales were .0003 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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