

# **Back-Up Tape Tracker™**

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

## **Executive Summary**

**Q3 2014**

Back-up tape cartridge sales amounted to \$126.44 MM in the Third Quarter. LTO accounted for 96.21 % of total with sales of \$121.65 MM. The media market is expected to be \$125.96 MM in the next quarter.

Total LTO volumes was slightly up at 4.8 MM units in Q3. LTO-6 continued its expansion in the quarter accounting for 19% of units and 33% of dollars. LTO-5 was also up from the previous quarter. It accounted for 40% of unit sales and 33% of dollars. LTO-4 rose slightly. It represented 30% of units and 25% of dollars. LTO-3 sales were slightly off. They accounted for 9% of volume and 8% of dollars. LTO-1 and LTO-2 were off -10% and -16% respectively from narrow bases. Combined, they accounted for 2% of units and 2% 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 unit sales are expected to be slightly higher. They will be supported by growth of LTO-6.

The DDS/DAT cartridge volume was significantly down at .23 MM units in Q3. DAT-72 accounted for 28% of unit sales and 29% of the value of the segment. DAT-160 accounted for 43% of the value of the segment and DAT-320 sold 4%. H-P led the DDS/DAT market with a 75% share. Segment dollar sales amounted to \$3.29 MM.

DLT-S cartridge sales amounted to .01 MM units. H-P led the segment. It was followed by **Quantum** and **Maxell**. DLT-S dollar sales are expected to be off to \$0.47 MM in Q4.

DLT-V sales were off at .004 MM units. Their value was \$0.17 MM. DLT-VS1 cartridges accounted for 51% of units. Quantum led the segment with a 57% share. H-P was second at 29%. 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 .006 MM units. **Sony** was their sole supplier.

Shipments of QIC cartridges in the quarter totaled .005 MM units. Their value was \$.36 MM. **Imation** dominated the segment with a market share of 99%.

The 8 mm metal particle cartridge amounted to .00002 MM units worth \$0.0002 MM. Sony was the only supplier.

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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