

# Prove it!

## Why does my data have value?

*The entire visual tech ecosystem is driving and driven by the integration of cameras and visual data.*

### Zettabytes

- By the end of 2016 over 14 zettabytes of data had been collected.
- More data has been collected over the past 5 years than over the entire history of the human race.
- 73% of companies invest in some form of Big Data.
- Yet, only 0.5% of collected data is analyzed and used.(attribution m1-data.com)

### Data Value

- According to Price Waterhouse Cooper, the value of commercialized data will grow to over \$300,000,000 by the end of 2022.
- According to a 2017 report by IDC (“Data Age 2025”), the world as a whole is likely to increase the data produced from 16 zettabytes to over 163 zettabytes by 2025.
- Toyota sells GPS navigation information (speed and position) to municipal planning departments and corporate delivery fleets at a starting price of \$2,000 per month.
- Cargill created a data analysis tool called “NextField DataRX” that sells personalized information to farmers who wish to increase crop yield.

### Where is All This Data Acquired?

- None of the data cited in any of the statements above comes from any sort of collected video surveillance data.
- Data is currently derived from “traditional” methods, like point of sale systems. Starbucks, for example, collects information from 90,000,000 transactions per week across 25,000 stores.

- Starbucks also uses data collected from 17,000,000 mobile app users and 13,000,000 reward program users.

## The New Frontier in Data is Data Collected From Video Surveillance

- According to Statista, there are 125 surveillance cameras per 1,000 people in the USA.
- According to IHS, there were 245,000,000 surveillance cameras installed globally by the end of 2015 and 20%—approximately 50,000,000—of those cameras were IP.
- As of 2009, Popular Mechanics estimated that the US had 30,000,000 surveillance cameras generating 4,000,000,000 hours of footage per week (4 billion hours).
- According to LDV Capital (“A Paradigm Shift in Visual Data Capture”):
  - 44 billion cameras in the world by 2022, 8% of those will be security cameras (over 3 billion cameras)
  - The “Internet of Eyes” will be larger than the “Internet of Things”
  - Where there is growth in cameras, there will be **tremendous opportunity in capture, analysis and interpretation of visual data.**

*Massive camera growth will create infinite new business opportunities that cannot be fathomed today.*

For more information or to discuss this opportunity with **ACKData**, please contact us: Scott Sereboff - [scott@ackdata.com](mailto:scott@ackdata.com) or 972-786-6771  
You can also visit <http://www.ackdata.com>