

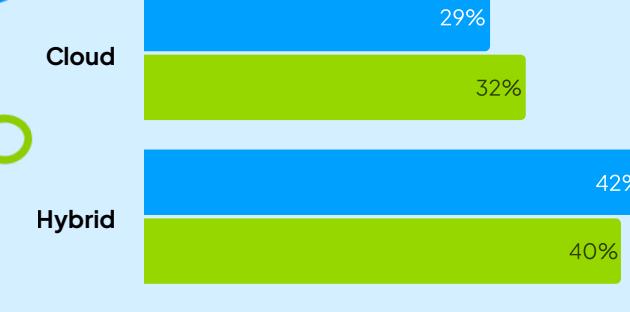
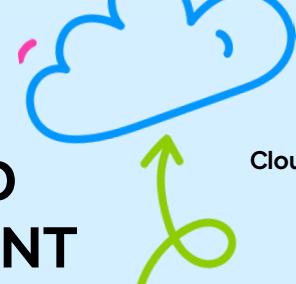
State of Media Archiving

2025

Over 300 global decision-makers were surveyed across nine sectors, from studios and broadcasters to sports, OTT, and houses of worship. Their answers reveal where the industry is really headed – and how fast it's moving.

GLOBAL PREFERRED DEPLOYMENT CONFIGURATION

40% favor hybrid workflows for flexibility



32%

of large media companies will manage over **5PB** of content by 2026

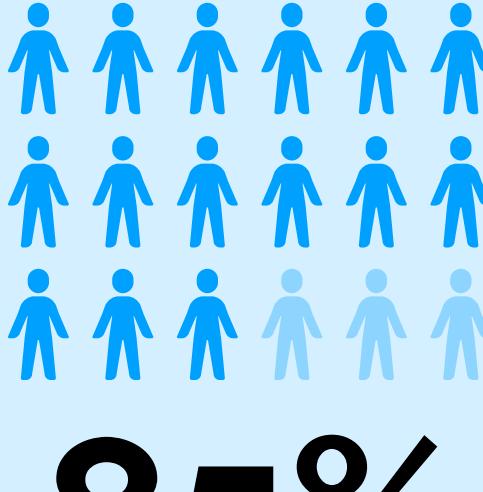
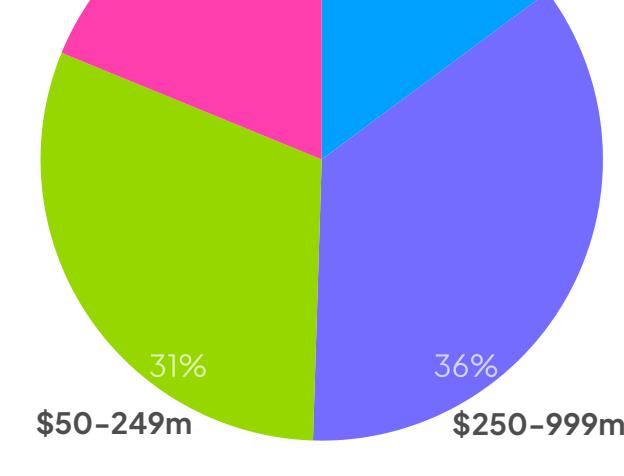
8 in 10

will increase their budgets in 2026

330

media professionals surveyed

Breakdown of respondents by company size



85%

plan to fully migrate to a **unified media platform** by 2027

Only have **6%** migrated so far

45%

cite **operational productivity** as the biggest AI benefit



48%

say their systems lack automation, metadata enrichment, and integration

