

Cloud storage: comparing the market leaders

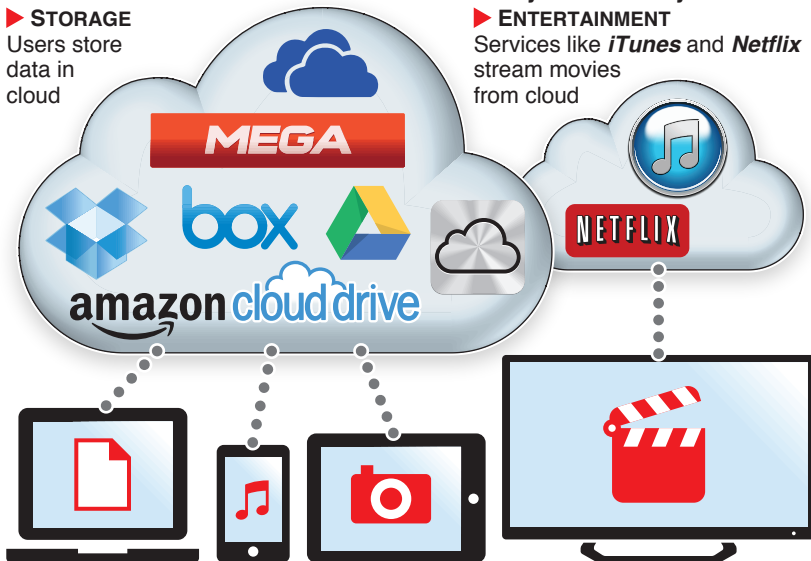
Internet entrepreneur Kim Dotcom's new storage service, *Mega*, is the latest venture to join the burgeoning cloud business model, whereby users store photos, music, movies and documents on servers – the “cloud” – which can be accessed from any device at any time

► STORAGE

Users store data in cloud

► ENTERTAINMENT

Services like *iTunes* and *Netflix* stream movies from cloud



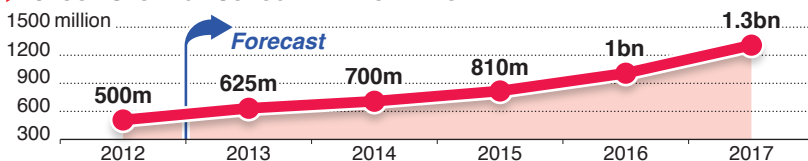
Users receive some online storage for free, or pay for extra

N.B. Most legitimate cloud providers do not permit sharing of copyright material

► POPULAR STORAGE SERVICES COMPARISON (annual costs)

| Service | Free | First payment tier | Second payment tier |
|--------------------|------|--------------------|---------------------|
| Amazon Cloud Drive | 5GB | 20GB (\$10) | 50GB (\$25) |
| Apple iCloud | 5GB | 25GB (\$40) | 50GB (\$100) |
| Box | 5GB | 25GB (\$120) | 50GB (\$240) |
| Dropbox | 2GB | 100GB (\$100) | 200GB (\$200) |
| Google Drive | 5GB | 25GB (\$30) | 100GB (\$60) |
| Microsoft SkyDrive | 7GB | 27GB (\$10) | 57GB (\$25) |
| Mega | 50GB | 400G (\$120) | 2TB (\$240) |

► CLOUD STORAGE SUBSCRIBER NUMBERS



Sources: Institution of Engineering and Technology, IHS

© GRAPHIC NEWS