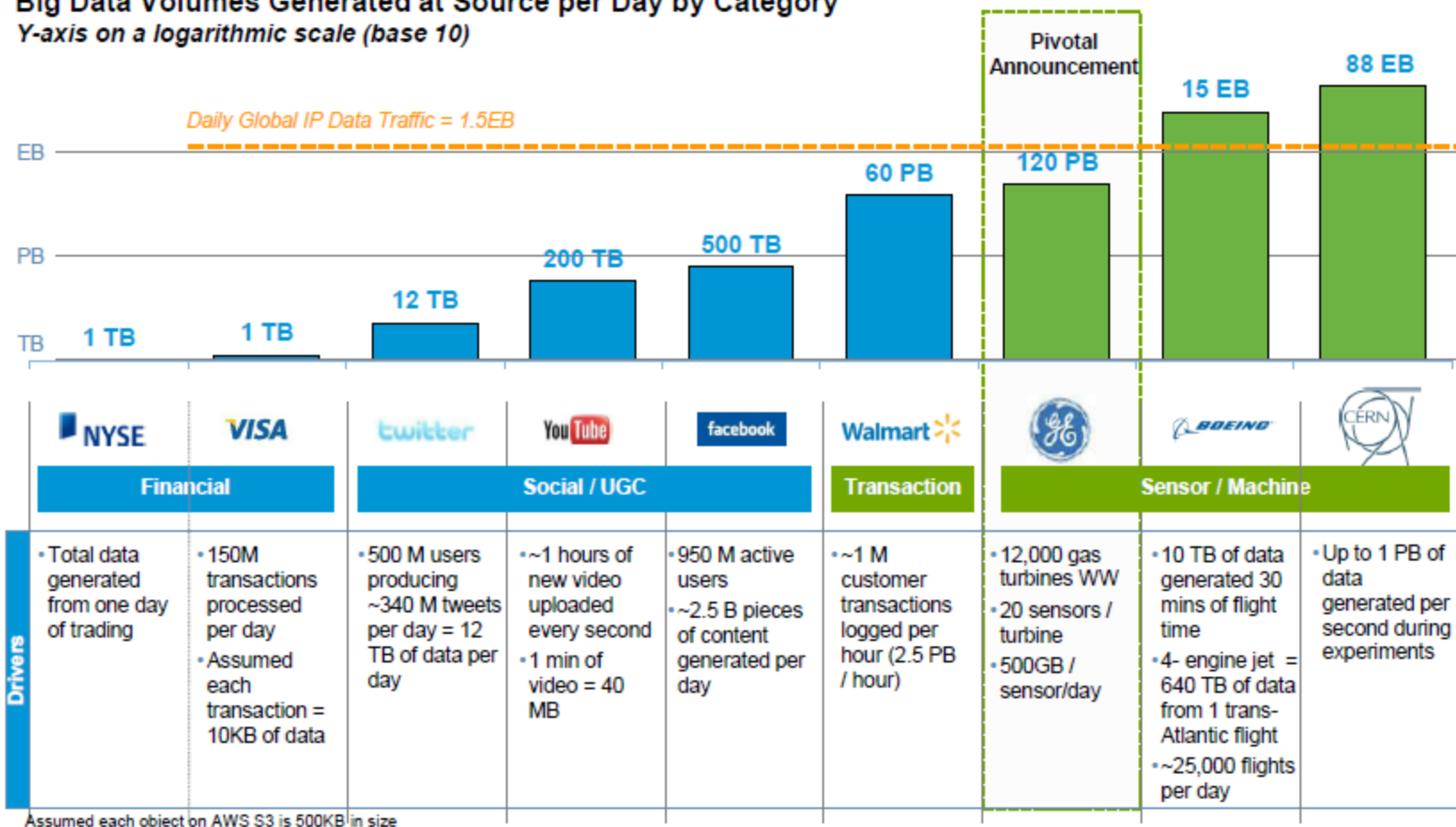


IoT Big Data Generators Will Dwarf Platform Big Data Sources Like Video and Social!

Big Data Volumes Generated at Source per Day by Category

Y-axis on a logarithmic scale (base 10)



Drivers

• Total data generated from one day of trading

• 150M transactions processed per day
• Assumed each transaction = 10KB of data

• 500 M users producing ~340 M tweets per day = 12 TB of data per day

• ~1 hours of new video uploaded every second
• 1 min of video = 40 MB

• 950 M active users
• ~2.5 B pieces of content generated per day

• ~1 M customer transactions logged per hour (2.5 PB / hour)

• 12,000 gas turbines WW
• 20 sensors / turbine
• 500GB / sensor/day

• 10 TB of data generated 30 mins of flight time
• 4- engine jet = 640 TB of data from 1 trans-Atlantic flight
• ~25,000 flights per day

• Up to 1 PB of data generated per second during experiments

Assumed each object on AWS S3 is 500KB in size