

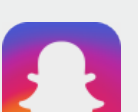
The Data Tsunami


A Brief History of Data and Our Struggle to Manage It


According to some estimates, 90% of the world’s total data volume was created in the last two years. Roughly 2.5 quintillion (2,500,000,000,000,000,000) bytes of data are created every day—an estimated 1.7 megabytes per second per person on the planet. We’re dealing with more data—and more types of data—than ever. It’s no wonder organizations are struggling to capture, archive and supervise it all. How did we get there? Here’s a brief history of data and how we’re using it.


EVERY MINUTE¹...

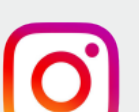
1. DOMO, “Data Never Sleeps,” May 2018, July 2019 and August 2020
2. IDC, “Data Age 2025,” April 2017


**Snapchat Users Share 527,760 Photos**


**>120 Professionals Join LinkedIn**


**4,500,000 Users Watch YouTube Videos**


**511,000 Tweets are Sent**


**277,777 Stories are Posted on Instagram**


**208,333 People Attend Zoom Meetings**


**18,100,000 Text Messages are Sent**

**52,083 Users connected on Microsoft Teams**

**188M Emails are Sent**

**15,000 GIFs are Sent Via Facebook Messenger**

**103,447,520 Spam Emails are Sent**

**154,200 Calls are Made Through Skype**

To learn more about how Proofpoint can help you capture, manage, supervise and archive your business communications, visit proofpoint.com.

