



iconik
BY BACKLIGHT

ANNUAL REPORT

2025 Media Stats

Discover how modern teams are creating, managing, and collaborating on media.

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Introduction

Backlight's 2025 iconik media stats

Media-savvy audiences are consuming more content than ever, and companies of all sizes are working to keep pace. From record-breaking global events like the Paris 2024 Olympic Games to a paradigmatic shift in how audiences consume news, this surge in media consumption is reshaping how organizations produce and manage content.

To stay ahead, teams must not only create more media but also manage it efficiently. This is driving a growing need for solutions that streamline workflows, enable scalability, and empower teams to compete in a rapidly changing landscape.

Backlight's annual iconik media stats report is uniquely positioned to provide insights into these trends. As a cloud-native product, iconik analyzes media across both on-premise and cloud storage, offering a comprehensive view of how organizations manage their content. This report stands out as the only publicly available resource about media management data, which has historically been difficult to access.

While this report draws exclusively from iconik's data, it offers a glimpse into broader trends shaping the media industry. These insights are intended to help anyone navigating the ongoing growth and evolution of media.

Here's what we uncovered.

Summary

Cloud migration

The trend toward cloud data storage is still growing as teams want their media to be remotely accessible. Iconik customers continue to store 30% of their data on-premise and 70% in the cloud.

Rapid data growth

Data is growing rapidly and needs to be managed. Iconik data has grown to 207.3 petabytes, + 36% YoY. Scalable cloud-native solutions support this rapid media growth.

Rising media demand

Demand for video and other rich media is increasing. Iconik manages 223.5 years of audio (+ 7% YoY) and 464.5 years of video (+ 41% YoY). Put that all together, and it's the same as streaming non-stop since the Renaissance.

Welcome to Backlight's 2025 iconik media stats report!

Since publishing the first edition of this report in 2020, the world of media and entertainment has changed in ways few had imagined possible.

The continued rise of streaming platforms, a shift toward user-generated content, and new content formats that break the mold have all created challenges and opportunities for those who create and manage media.

Over the last five years, iconik has evolved alongside these changes, consistently adding new features and capabilities to meet the shifting needs of our users.

This year's report, the fifth edition of media stats, provides a compelling snapshot of today's media landscape and highlights media management's critical role in its success.

Since 2020, iconik has seen a remarkable **6,022% increase** in the number of assets managed, bringing the total to over 587 million assets indexed and managed in iconik.

Our total data stored has seen a similarly staggering increase of **4,698%**.

These figures show how quickly the industry is changing and highlight the importance of tools that grow with users, helping them adapt and succeed in a fast-moving world.

Before we discuss more of the stats we've uncovered this year, we'd like to provide a clearer picture of how this data is compiled. On the next page, we've answered some common questions about the report's methodology.

587 million

Assets indexed and managed in iconik



Q&A

What assets are counted?

Only original assets added by customers are counted in the data — proxy and other files are excluded.

Is an asset the same as a file?

No, not always. Assets like video, images, and audio files are containers that consist of at least two files. A single asset can include:

- A container
- An original file
- Various formats of that file, e.g., proxy, mezzanine, etc.
- Technical and user-defined metadata (both on the asset and time-based level)
- ACLs (access control lists) and permissions
- And other files

How are industries defined?

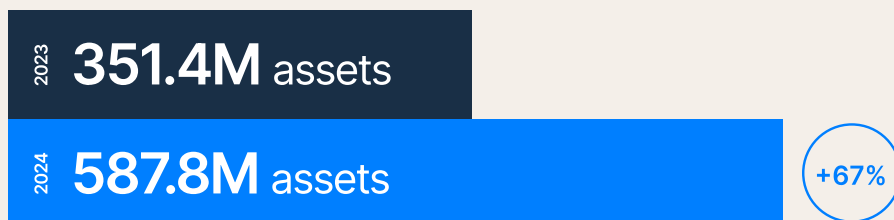
Industries are defined by the GICS model with an additional layer of definition provided by Backlight.

Media management in action

Trends and growth in 2024

Iconik isn't just about storing media in the cloud — it's about making it easy to access and manage, no matter where it's stored. With its hybrid-cloud technology, iconik connects to cloud and on-premise storage, indexing media and adding metadata and proxy files to the cloud. This approach gives users a clear window into all their storage locations, making accessing and managing media from anywhere simple.

In 2024, users added **236.4 million assets** to iconik, bringing the total to an impressive **587.8 million** — a **67% increase over 2023**.



This growth is further confirmation that the four guiding principles for iconik's development are still very relevant today:

- Data is migrating to the cloud and needs to be accessible.
- Data is growing rapidly and needs to be managed.
- Demand for video and other rich media is rising.
- More teams require remote access to media libraries.

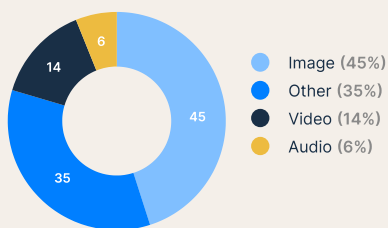
Let's jump into the top trends we've seen from our data.

TREND 01

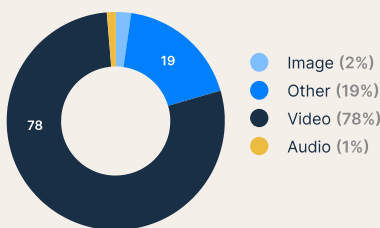
Teams are creating diverse types of content

Iconik was created with video in mind, and while data reveals that video accounts for just **14%** of the total assets managed on the platform, it accounts for **78%** of the data. Other types consist of audio and images, reflecting the growing diversity in the types of media that companies create.

Number of assets



Total size of assets per type



To put this into perspective, iconik now manages **464.5 years of video** (up **41%** YoY) and **223.5 years of audio** (up **7%** YoY). Breaking that down translates to 4,570 video and 375 audio hours uploaded daily.



This aligns with the rise of multi-channel media strategies, where businesses increasingly repurpose content across platforms to maximize reach and engagement. In fact, [according to HubSpot](#), 48% of social media marketers report sharing similar or repurposed content across platforms with minor adaptations.

Iconik isn't confined by traditional asset management categories like DAM (Digital Asset Management), MAM (Media Asset Management), or PAM (Production Asset Management). Instead, it solves the fundamental challenge of effectively finding, managing, and using media, regardless of its type.

“What’s compelling about iconik is that it combines still assets and video. Many of my counterparts across other sports leagues have to manage multiple platforms because the assets are treated differently.”



Kim Rometo Chief Technology and Innovations Officer, Atlanta Hawks

[Read the full case study here →](#)

From images and audio to raw files, assets in production, and finished projects, iconik provides metadata enrichment, sharing, and access rights that allow organizations to manage their media in ways other solutions often can't.

“With the proliferation of generative AI, platforms are producing petabytes-per-day of content — ranging from synthetic images to prompt-to-video assets. Storing this content securely is just the first step; the real challenge is making it discoverable and actionable. Iconik’s ability to index and enrich metadata ensures that even the most complex AI-generated assets can be searched, organized, and repurposed efficiently.”

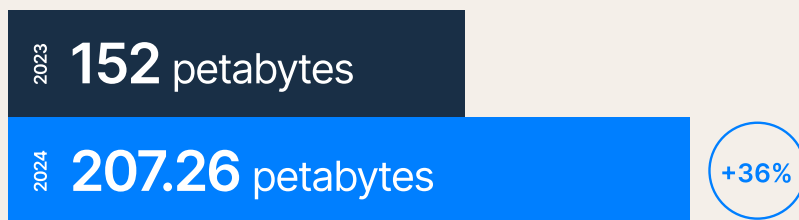


Dave Simon Senior Director, Media & Entertainment Alliances, Backblaze

TREND 02

Data keeps growing

Iconik data grew to **207.26 petabytes** (PB), expanding 36.36% (55.26 PB) over the past year. That's the equivalent of adding 6.46 terabytes of data every hour. This growth reflects new customers indexing their archives and existing customers expanding their usage.



These statistics highlight a significant trend: companies are increasingly investing in archiving solutions to handle the growing volume of digital content, ensure regulatory compliance, and maintain efficient access to their media libraries.

"We're witnessing an explosion of data growth as demand for media skyrockets. The insatiable appetite for content is further bolstered by 4K, HDR, HFR, and indefinite retention policies. Now more than ever, a centrally managed MAM solution like iconik is essential to keeping the media supply chain organized and efficient. At IMT, our core focus is reducing cost and complexity while seamlessly integrating iconik into modern media workflows."



Roy Burns SVP, Media Solutions, IMT

Over the past five years, teams from all industries have increasingly turned to iconik to simplify their media management and collaboration. Here's how the numbers stack up.

Asset count

9.6 million



587.8 million

+6,022%

Video duration

14 years



464.5 years

+3,218%

Audio duration

4.5 years



223.5 years

+4,867%

Total data

4.6 PB



207.26 PB

+4,411%

TREND 03

The cloud dominates, but on-prem is still essential

Currently, **30%** of iconik data is stored on-premise, while **70%** resides in the cloud.

This split has remained consistent since 2020, when the pandemic accelerated cloud adoption. Before the pandemic, the hybrid cloud split between on-premise and cloud storage in iconik was near 50/50, but only six months into that world-changing event, the split was 30/70 with more storage in the cloud.



The preference for cloud storage continues to grow, driven by its affordability and agility. However, on-premise storage remains essential for many organizations, providing flexibility for performance, security, accessibility, and compliance needs. Hybrid cloud setups offer the best of both worlds, allowing teams to move assets between storage locations as needed.

Iconik users can store their assets where it works best for them — whether in the cloud, on-premise, or a combination. Unlike many media management solutions, iconik doesn't require customers to purchase storage through its platform. We also don't require customers to buy storage from us (although they can) or rely on that as a core revenue stream. Instead, users can bring their own storage and index it in iconik, enabling streamlined management without transferring entire archives.

“At NowThis, we’re acutely aware of the balance between on-premise and cloud storage solutions. A majority of our content has a short shelf life, which means we don’t need to keep the media at our fingertips on-prem. Utilizing iconik as a passthrough communication tool, we can easily move media to the cloud after its relevance expires. Adapting to the evolving demands of the digital media space means it’s advantageous to have a lean hybrid setup.”

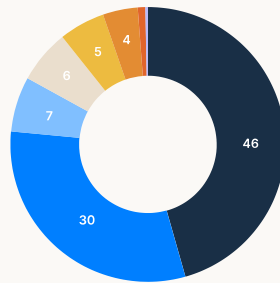


Kelsey Marsh
Head of Production and Operations,
NowThis

[Read the full case study here →](#)

Data per storage type

Backlight’s proprietary iconik Storage Gateway (ISG) plays a key role in managing on-premise storage from locations — such as NAS, SAN, or local computers — in the cloud via iconik.

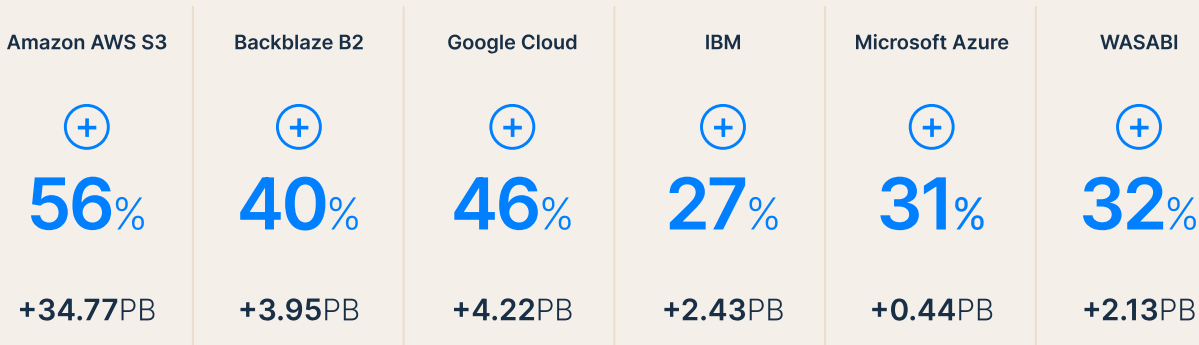


- Amazon S3 (46%)
- iconik Storage Gateway (30%)
- Backblaze B2 (7%)
- Google Cloud Storage (6%)
- IBM (5%)
- Wasabi (4%)
- Microsoft Azure (1%)
- Other (0.3%)

Amazon S3	94.60 PB
iconik Storage Gateway	63.96 PB
Backblaze B2	13.53 PB
Google Cloud Storage	13.01 PB
IBM	11.17 PB
Wasabi	8.52 PB
Microsoft Azure	1.79 PB
Other	0.66 PB
Total	207.26 PB

Cloud storage providers

Here’s a snapshot of how the most popular cloud storage providers performed over the past year in iconik:



“The growth highlighted in iconik’s media stats reflects a broader shift in how organizations handle their expanding media archives. In 2024, we saw increasing adoption of solutions like iconik paired with scalable storage options to manage not just new content creation but also the revitalization of archives. Wasabi’s collaboration with iconik demonstrates how cost-efficient, high-performance storage can support the rapid growth of media workflows across industries.”



Whit Jackson, VP, Media & Entertainment, Wasabi Technologies

TREND 04

Every company is now a media company

The use of iconik continues to grow across a wide range of industries. The diversity of sectors illustrates why media management solutions must focus on creating intuitive products that can be adopted by organizations that have not historically staffed dedicated media operations. Let's look at who these users are and how they're using iconik today.

Industries served

Iconik serves **21 industries** today, proving that nearly every company today is a media company. The previous media stats reports have relied solely on industry categories using the Global Industry Classification Standard (GICS) taxonomy from MSCI and Standard & Poor's. However, this did not offer a detailed picture of what kind of companies need media management. This year marks a departure in how Backlight presents industries. We've conducted additional research to provide a more precise and accurate picture of the specific sectors that are finding success with iconik.

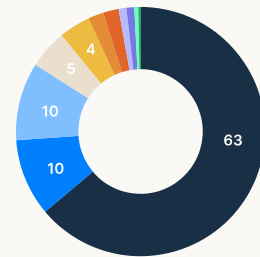




Here's a breakdown of the top three sectors, which have remained consistent for the past four years.

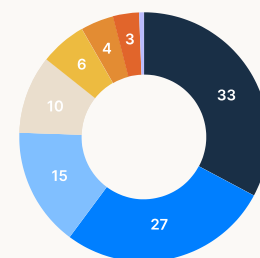
- 01 Movies and entertainment 32.8%**
 The largest group of iconik users, this sector leverages the platform to manage the extensive media workflows associated with content production and distribution.
- 02 Advertising 27.4%**
 A close second, this category includes companies specializing in post-production, VFX, and animation for advertising projects. While similar to entertainment workflows, the focus here is on creating media tailored for marketing and promotional use.
- 03 Public and non-profit organizations 9.9%**
 This group includes charities, houses of worship, and advocacy organizations, which use iconik to organize and share their media for outreach, events, and campaigns.

Customer industries



- Media and entertainment (63%)
- Public sector and non-profit (10%)
- Consumer discretionary (10%)
- Information technology (5%)
- Industrials (4%)
- Financials (2%)
- Healthcare (2%)
- Consumer staples (1%)
- Other (1%)
- Materials (1%)
- Energy (0.3%)

M&E industries



- Movies and entertainment (32%)
- Advertising (27%)
- Interactive media and services (15%)
- Broadcasting (10%)
- Sports (6%)
- Publishing (4%)
- Interactive home entertainment (3%)
- Cable and satellite (0.6%)

Team sizes

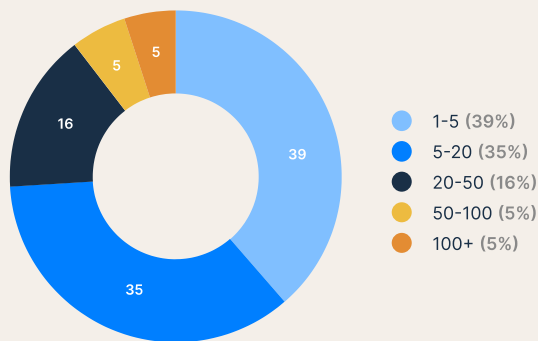
Data shows that teams of varying sizes use iconik, but there’s more to that story. Historically, the MAM sector has catered mainly to large enterprise customers. However, scalable, cloud-based solutions with flexible pricing, like iconik, transformed the landscape by making powerful tools accessible to smaller organizations.

In 2024, the fastest-growing iconik accounts were teams with **20-50** users, expanding by 15.5%, up from 8% previously — a year-over-year increase of 7.5 percentage points. This growth highlights a sweet spot where teams are large enough to require sophisticated media management but still agile enough to adopt new solutions quickly.

These mid-sized teams often experience rapid growth because they balance the autonomy of smaller organizations with the operational demands of larger enterprises. Iconik’s flexibility caters to both, offering self-serve onboarding for quick adoption while supporting scalable workflows as their needs evolve. For enterprises with more complex adoption processes, iconik remains a robust option that can accommodate intricate workflows, ensuring scalability across teams of all sizes.

This data underscores iconik’s versatility, providing tailored solutions that meet the diverse needs of both growing teams and established enterprises.

Unique users per account



“Our team is unique and international in scope, and even though we only started using iconik 5 months ago, we are using it heavily, with over 40 users, hundreds of thousands of assets, 100’s of terabytes of media, and we are utilizing the toolset in many different creative ways to fit our needs.”



Ben Attias
Media Asset Manager,
[Chess.com](https://chess.com)

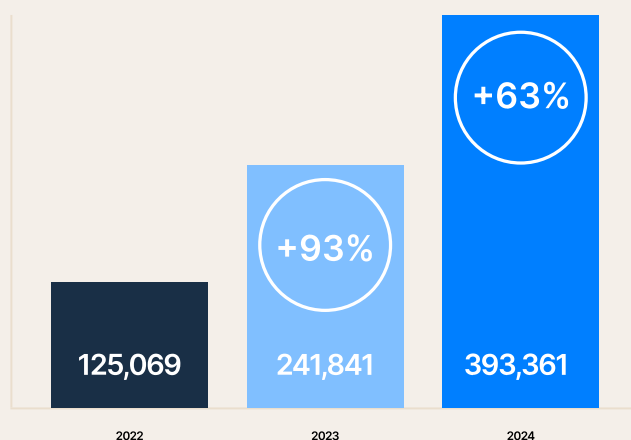
[Read the full case study here →](#)

TREND 05

Teams are more connected to their media through sharing and collaboration

Collaboration lies at the heart of modern media workflows, and sharing content across teams, clients, and partners has become a cornerstone of productivity. Iconik's robust sharing capabilities allow users to distribute media quickly and securely to those who need to see it.

Over the past three years, the growth in shared content within iconik underscores how integral this feature has become for its users. Here are the number of shares that their recipients accessed:



This trajectory highlights the increasing reliance on iconik to connect dispersed teams and enable real-time collaboration, regardless of location.

Sharing is caring

Sharing media assets isn't just about delivering files — it's about enabling streamlined workflows, speeding up feedback loops, and enhancing decision-making processes. The growth in shared content reflects the increasing need for collaboration in today's fast-paced media environment, helping teams overcome challenges and work more efficiently.

Features driving this growth

Customizable access rights

Teams can share media with precise control, ensuring the right people see the right content and nothing more.

Secure links

Shareable links provide a quick and secure way to distribute content without requiring recipients to log in.

Updates to iconik's integrated review tools

Recipients can view, comment, and approve media directly within the platform, eliminating the need for external tools.

Share Management

A new addition to the iconik UI that makes it easy for teams to see who has shared what and where.

TREND 06

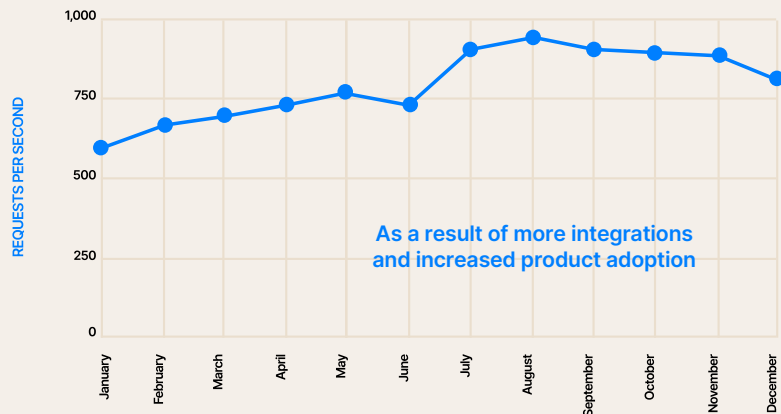
More teams want the ability to customize workflows

Since day one, iconik has been built with an API-first approach, putting flexibility and integration at the heart of its design. The API was created first, with iconik itself built on top of it.

This approach allows users to create custom workflows and automate processes on top of iconik with a greater degree of ease, tailoring the platform to their specific needs. It also empowers iconik’s technology partners to develop their own integrations using the same API that iconik’s development team relies on.

The results speak for themselves. In 2024, iconik processed an average of **800 API calls per second**, a **45% increase compared to the previous year**. That’s like receiving a text message every millisecond for an entire day.

API requests per second



Integrations

Some of the exciting integrations added to iconik recently via its robust API include:

01

The Hiscale FLICS and iconik integration to streamline transcoding workflows

02

The Closed Caption Converter and iconik integration to empower caption and localization

03

The Zype and iconik integration to connect storage and collaboration with OTT distribution

04

The Wildmoka and iconik integration to connect storage and collaboration with clipping and hyper-distribution

Until next year...

We hope this report has provided valuable insights into how teams manage and work with their media today. This year's edition featured new data and trends not seen in previous reports, reflecting the ever-evolving nature of media workflows.

As the media landscape grows more complex, Backlight and iconik remain dedicated to empowering teams to succeed. Stay connected for future updates and innovations — follow [Backlight on LinkedIn](#) to keep up with the latest developments in media tech. See you next year!



About Backlight

Thousands of organizations rely on Backlight's products to modernize their content operations, unlock creative potential, and transform their businesses. Purpose-built for modern media teams, our solutions reflect our deep understanding of what it takes to create impactful content at scale. Through our integrated suite — including iconik, cinesync, ftrack, celtx, wildmoka, and zype — we enable creative and production teams to focus on what matters most: crafting compelling stories. Our success is our customers' success — we stay ahead so they stay ahead, building deep partnerships that push boundaries and drive lasting value.

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