Base 2, "binary". Place values = powers of 2. 2 digits, 0, 1.

"binary digits" = bits.

8 4 2 1	
0 0 0 0	= 0
0 0 0 1	= 1
0 0 1 0	= 2
0 0 1 1	= 3
0 1 0 0	= 4
0 1 0 1	= 5
0 1 1 0	⋮
0 1 1 1	
1 0 0 0	
1 0 0 1	
1 0 1 0	
1 0 1 1	
1 1 0 0	
1 1 0 1	
1 1 1 0	
1 1 1 1	

---

8 bits = 1 byte

4 bits = 1 nybble

1 kilobyte = 1024 bytes $2^{10} = 1024$.

1 megabyte (MB) = 2^{20} bytes (photo)

1 gigabyte (GB) = 2^{30} bytes (video)

1 terabyte (TB) = 2^{40} bytes (HD)

1 petabyte (PB) = 2^{50}

1 exabyte (EB) = 2^{60}

1 zettabyte (ZB) = 2^{70} ← internet