Row Oriented Storage

Row 1	1	http://hbase.apache.org	3fG4J	HBase Home	Great tool!	<html><head><title>HBase Home</ti...
Row 2	2	http://larsgeorge.com	1337	Lineland	<NULL>	<html><body>Newest Posts. ...
Row 3	3	http://foobar.com/index.html	Hf34h	<NULL>	Read about it...	404 Page not found.

SQL Schema

URLS					
url_id INTEGER PK	url VARCHAR(4096)	ref_short_id CHAR(8)	title VARCHAR(200)	description VARCHAR(400)	content TEXT
1	http://hbase.apache.org	3fG4J	HBase Home	Great tool!	<html><head><title>HBase Home</ti...
2	http://larsgeorge.com	1337	Lineland	<NULL>	<html><body>Newest Posts...
3	http://foobar.com/index.html	Hf34h	<NULL>	Read about it...	404 Page not found.
4	http://cnn.com/page123.html	Oo001	Sport News	Soccer News	<html><body>Results, Reviews, ...

Column Oriented Storage

Col 1: url	http://hbase.apache.org	http://larsgeorge.com	http://foobar.com/index.html	http://cnn.com/page12...
Col 2: ref_short_id	3fG4J	1337	Hf34h	Oo001
Col 3: title	HBase Home	Lineland	<NULL>	Sport News
Col 4: description	Great tool!	<NULL>	Read about it...	Soccer News
Col 5: content	<html><head><title>HBa...	<html><body>Newest Po...	404 Page not found.	<html><body>Results,...