

MOST POPULAR ENCODING STANDARD: UTF-8

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- > **UTF-8** is a character encoding standard using one to four 8-bit **bytes**.
 - > The name is derived from
 - > **U**nicode (or Universal Coded Character Set)
 - > **T**ransformation
 - > **F**ormat–
 - > **8**-bit
 - > UTF-8 is designed for backward compatibility with ASCII and is the dominant character encoding for the World Wide Web since 2009,

DATA: BITS AND BYTES (2016)

Bit	Single Binary Digit (1 or 0)	8 bits = a single character
Byte	1 Byte = 8 bits	10 Byte = typical word, 280 Byte = Tweet
Kilobyte (KB)	1 KB = 1.000 Bytes	2 KB = a typewritten page
Megabyte (MB)	1 MB = 1,000 Kilobytes	1 MB = a small novel, 5 MB = complete works of Shakespeare
Gigabyte (GB)	1 GB = 1,000 Megabytes	1 GB = movie (not HD)
Terabyte (TB)	1 TB = 1,000 Gigabytes	1 TB = 50.000 trees made into paper and printed
Petabyte (PB)	1 PB = 1,000 Terabytes	2 PB = all US academic research libraries
Exabyte (EB)	1 EB = 1,000 Petabytes	
Zettabyte (ZB)	1 ZB = 1.000 Exabytes	4,1 ZB = all stored digital data (2016)
Yottabyte (YB)	1 YB = 1.000 Zettabytes	