

Database examples

One of the main benefits of computer databases is that they make it easy to store information so it is quick and easy to find

- if you have music files on your computer, an app like iTunes or Google Music organises that data so it is easy to quickly search for the artist or songs you want
- social networking sites use databases to store data about millions of users, along with photographs and other information
- sports teams use data in performance analysis. Players and managers use data to monitor levels of fitness and learn how to improve their skills

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Simon Lumb, who works for the BBC, describes how iPlayer is run by a database:

“The iPlayer is just a visual interface to a database. It’s a database of programmes, a database of pictures and information and actresses and actors and kind of synopses and series and all this stuff linked all together, and it’s powered by a massive database. When you use it and click on all these links and everything, that’s all just data and they’re all just databases underneath.”

“Computers are brilliant at handling data in databases. It’s very fast. Something like iPlayer is just databases: field, records, cells, rows, columns. That’s all it is.”

[Source: BBC Bitesize video transcript, 2014](#)