According to a first aspect, there is provided a method comprising: rotating a data storage medium about a central axis by a motor coupled to the medium; and using a write transducer to write concentric data tracks to the storage medium during said rotation, the tracks having variable track widths established by selectively changing a rotational velocity of the medium, each track width constituting an overall radial distance that the associated track spans the medium in a direction that intersects the central axis.

According to a second aspect, there is provided a data storage medium formed in accordance with the method as defined according to the first aspect.

According to a third aspect, there is provided an apparatus comprising: a motor which rotates a data storage medium about a central axis; a write transducer which radially advances across the data storage medium and applies a write beam to write features to the medium; and a control circuit which directs the write transducer to write concentric data tracks to the storage medium during rotation of the medium by the motor, the control circuit selectively changing rotational velocity of the medium over different rotations thereof to provide the tracks with variable track widths, each track width constituting an overall radial distance that the associated track spans the medium in a direction that intersects the central axis.

According to a fourth aspect, there is provided an apparatus comprising: a motor which rotates a data storage medium about a central axis; a write transducer which applies a write beam to the medium during said rotation; and a control circuit which radially advances the write beam acorss the medium during said rotation to write a plurality of concentric tracks having different track widths formed responsive to adjustments by the control circuit to the rotational velocity of the medium, wherein each track width constitutes an overall radial distance spanned by the associated track acordd the medium along a direction intersecting the central axis.