

RESEARCH NOTE | 1.11.2011

DIGITAL VIDEO RECORDER USAGE

This month Centris took a look at Digital Video Recorder usage. Marketers are always interested in the trends in "time shifted viewing" and video consumption.

Centris' surveys indicated:

- Since Q1 2008, DVR usage has increased by 52%
- The majority of DVRs are provided by service providers
- Fiber customers have the highest propensity to have a DVR
- The distribution median of programming watched via a DVR is 20%

Centris data is provided from its daily tracking study. This addressed based sample program interviews approximately 40,000 individuals per year. Questions cover a broad range of communication and entertainment related topics.

Clients have the ability to add questions to Centris' survey to answer specific research questions. Responses include a complete set of demographics.

As always we appreciate your comments and suggestions.

Regards,

The Centris Team

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