

RESEARCH NOTE | 11.28.2012

DIGITAL VIDEO RECORDER (DVR) GROWTH

This month Centris took a look at the growth of Digital Video Recorders (DVR's) in its ongoing Omnibus Survey program. This time shifting technology is continuing to gain household acceptance. Today, about two in five households use these devices. Also, the trend to use the technology of a service provider continues.

Approximately 77% of Households obtain their DVR from a service provider. DVR technology supplied by a service provider can present some "stickiness" when consumers are considering switching service providers.

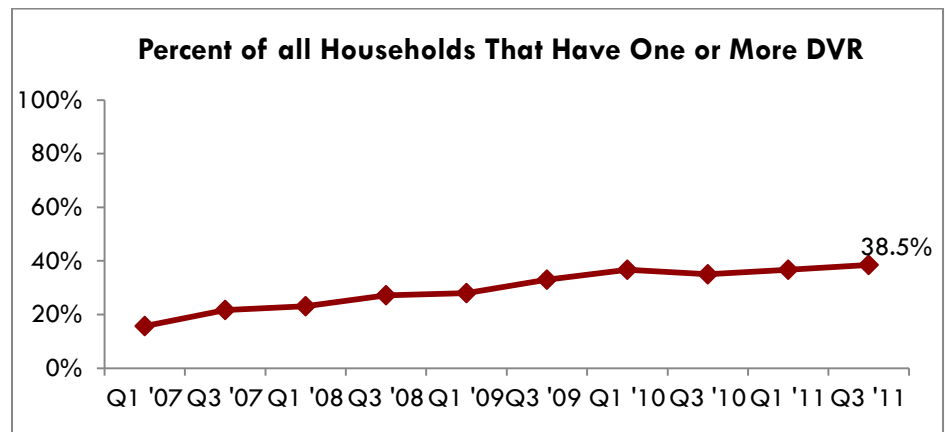
Data for Centris' Insights program is obtained from its ongoing technology tracking study. This Addressed Based Sampling program includes approximately 3200 household surveys per month. Clients routinely insert their proprietary questions into the survey.

As always, we appreciate your comments, suggestions and questions.

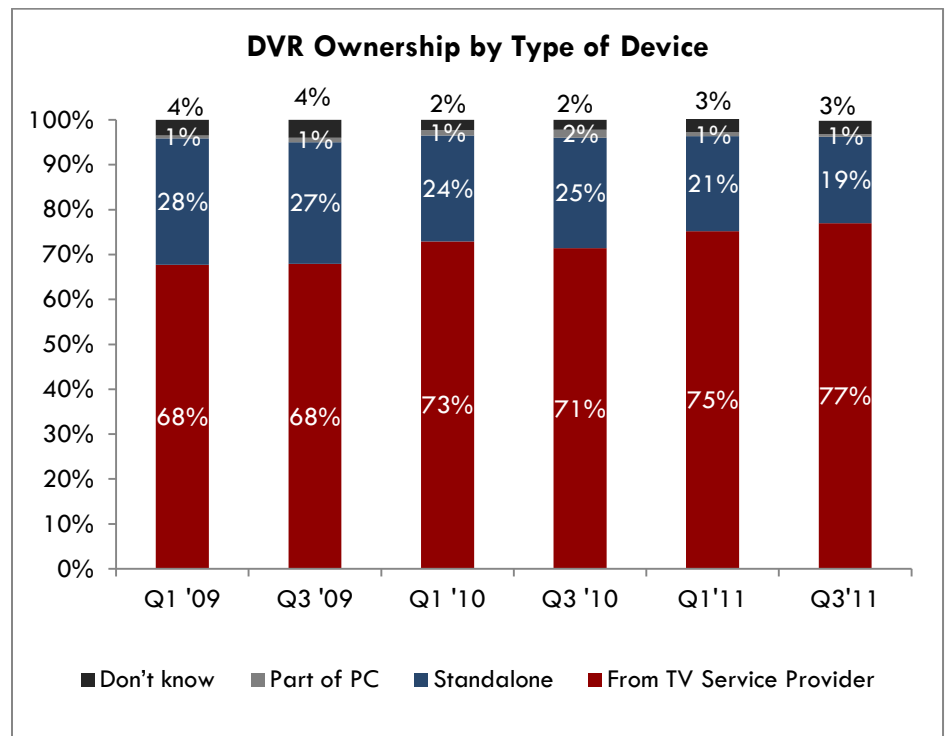
Regards,

The Centris Team

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DVR growth is slow but steady. 39% of households have one or more DVRs. Penetration has grown by 10% since Q3'10 and by 77% since Q3'07.



Over time, there has been a trend of households moving from owning standalone DVRs to renting them from TV service providers. Over three in four DVR households rent DVRs from their TV service providers, while one in five households own standalone devices.