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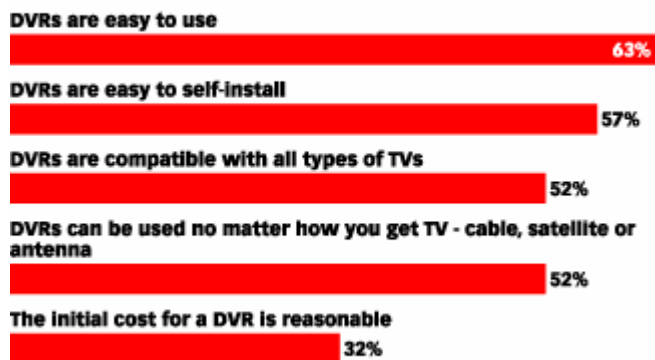
Why DVRs Are Not Yet Pervasive

4 February 2004

Ipsos-Insight reports that 70% of US adults know what digital video recorders (DVRs) and 48% are familiar with the popular brand of DVR, TiVO.

Specifically, notes Ipsos, the awareness of DVRs is highest among satellite TV subscribers – 76% say they are familiar with DVRs. Interestingly, while 63% of US adults think that DVRs are easy to use and 32% think the price of DVRs is reasonable...

Perceptions of Digital Video Recorders (DVR) among Adults in the US, January 2004 (as a % of respondents intending to purchase a DVR)



Source: Ipsos-Insight, January 2004

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...70% rated their likelihood to purchase a DVR within the next year with a 1, indicating they are not at all likely to buy.

Likelihood of Adults in the US to Purchase a Digital Video Recorder (DVR) in the Next 12 Months, January 2004 (as a % of respondents)



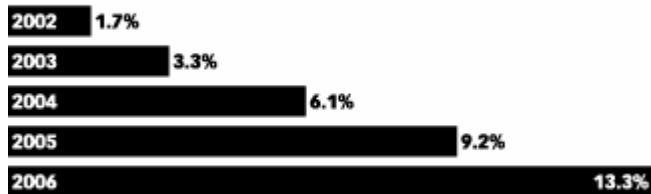
Source: Ipsos-Insight, January 2004

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Indeed eMarketer validates this point in its 2003 *Digital TV* report. eMarketer estimates just 3.3% of US households currently have PVRs (or DVRs), and that a considerable jump in PVR households will not occur until 2006 when the total reaches 15.3 million households -- up from 10.4 million by the end of 2005. Even by 2006, PVRs will be in just 13.3% of households.

Personal Video Recorder (PVR) Household Penetration in the US, 2002-2006



Source: eMarketer, July 2003

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eMarketer explains that while cable operators are now actively deploying or testing PVRs in their markets, their focus on video-on-demand (VOD) and lack of expertise with PVR technology will delay deployment and consequently delay consumer adoption for the near future. For further insight into the future of television technology, read eMarketer's *Digital TV* report.

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