

HIGH DEFINITION TV (HDTV) HD STATUS

Survey	National Media Universe Estimates (%)		
	HD Display Capable	HD Capable	HD Receivable
Jul'18	97.3	97.2	90.2
May'18	97.2	97.1	90.5
Feb'18	96.9	96.7	90.5
Nov'17	96.5	96.3	90.5
Jul'17	96.3	96.1	91.0
May'17	95.9	95.7	90.8
Feb'17	95.1	95.0	90.4
Nov'16	94.8	94.6	90.4
Jul'16	94.2	93.9	90.3
May'16	93.7	93.4	90.0
Feb'16	93.1	92.6	89.4
Nov'15	92.1	91.5	88.4
Jul'15	91.1	90.4	87.7
May'15	90.1	89.1	86.6
Feb'15	89.6	88.3	85.8
Nov'14	88.8	87.7	85.4
Jul'14	88.0	86.7	84.9
May'14	87.3	86.0	84.4
Feb'14	86.0	84.5	83.3
Nov'13	84.9	83.1	82.2
Jul'13	83.1	81.2	81.2
May'13	82.0	80.1	80.0
Feb'13	80.2	78.1	78.0
Nov'12	78.6	76.3	76.2
Jul'12	76.8	74.4	74.3
May'12	75.5	73.0	72.9
Feb'12	72.4	69.7	69.6
Nov'11	69.8	66.8	66.7
Jul'11	68.6	65.3	65.1
May'11	67.1	63.5	63.3
Feb'11	63.6	59.5	59.4
Nov'10	60.9	56.0	55.9
Jul'10	58.2	52.5	52.3
May'10	56.6	50.5	47.3
Feb'10	53.0	46.3	43.2
Nov'09	48.5	41.3	38.3
Jul'09	45.0	37.2	33.9
May'09	42.8	34.6	31.0
Feb'09	39.4	30.6	25.3
Nov'08	35.4	26.4	20.7
Jul'08	31.9	22.9	18.1

HIGH DEFINITION TV (HDTV) HD STATUS

Survey	National Media Universe Estimates (%)		
	HD Display Capable	HD Capable	HD Receivable
May'08	29.0	20.3	15.9
Feb'08	25.1	17.0	13.6
Nov'07	NA	13.7	11.3

Source: The Nielsen Company, Media-Related Universe Estimates

HD Display Capable: A home that is equipped with an HD television that is capable of displaying HD content.

HD Capable: A home that is equipped with an HD television and HD Tuner capable of receiving signals in HD.

HD Receivable: A home that is equipped with an HD television and HD Tuner and receives at least one HD network or station.