

DIGITAL VIDEO RECORDERS (DVRs)



Survey	National DVR TV HH Universe Estimates (%)
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Jul'23	35.9
May'23	36.8
Feb'23	37.7
Nov'22	38.9
Jul'22	41.2
May'22	41.8
Feb'22	42.9
Nov'21	43.7
Jul'21	42.2
May'21	47.4
Feb'21	48.8
Nov'20	49.7
Jul'20	50.5
May'20	50.8
Feb'20	51.6
Nov'19	52.5
Jul'19	53.5
May'19	54.1
Feb'19	54.6
Nov'18	54.3
Jul'18	54.0
May'18	54.2
Feb'18	54.3
Nov'17	54.3
Jul'17	53.4
May'17	52.9
Feb'17	52.2
Nov'16	51.9
Jul'16	50.3
May'16	49.4
Feb'16	48.7
Nov'15	48.2
Jul'15	48.4
May'15	47.9
Feb'15	47.8
Nov'14	48.2
Jul'14	48.5
May'14	48.2
Feb'14	47.9
Nov'13	47.2
Jul'13	47.0
May'13	46.7
Feb'13	45.7
Nov'12	44.5
Jul'12	43.8
May'12	43.0

DIGITAL VIDEO RECORDERS (DVRs)



Survey	National DVR TV HH Universe Estimates (%)
Feb'12	42.1
Nov'11	41.3
Jul'11	40.4
May'11	39.6
Feb'11	38.0
Nov'10	37.2
Jul'10	35.9
May'10	35.4
Feb'10	34.2
Nov'09	32.3
Jul'09	30.8
May'09	30.0
Feb'09	28.9
Nov'08	26.9
Jul'08	24.4
May'08	23.0
Feb'08	21.4
Nov'07	19.7
Jul'07	18.7
May'07	17.2

Source: The Nielsen Company, Media-Related Universe Estimates