

# HIGH DEFINITION TV (HDTV) HD STATUS

| Survey | National Media Universe Estimates (%) |            |               |
|--------|---------------------------------------|------------|---------------|
|        | HD Display Capable                    | HD Capable | HD Receivable |
| Nov'20 | 99.1                                  | 98.8       | 87.0          |
| Jul'20 | 99.0                                  | 98.8       | 87.5          |
| May'20 | 99.0                                  | 98.9       | 87.6          |
| Feb'20 | 98.8                                  | 98.6       | 88.2          |
| Nov'19 | 98.6                                  | 98.5       | 88.6          |
| Jul'19 | 98.4                                  | 98.3       | 89.4          |
| May'19 | 98.2                                  | 98.1       | 90.0          |
| Feb'19 | 98.0                                  | 97.8       | 90.3          |
| Nov'18 | 97.7                                  | 97.5       | 90.2          |
| 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          |

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

**HD Display Source:** The Nielsen Company, Media-Related Universe Estimates

**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.