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Leichtman Research Group

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DVRs LEVELING OFF AT ABOUT HALF OF ALL TV HOUSEHOLDS

70% of Households Have a DVR, Netflix, or use on-Demand

Durham, NH – December 6, 2013 – New consumer research from Leichtman Research Group, Inc. (LRG) found that 47% of TV households in the US have at least one Digital Video Recorder (DVR) – an increase from 40% in 2010, and 23% in 2007. In addition, 50% of households with a DVR now have DVR service on more than one TV set, up from 30% five years ago. Overall, about 23% of households have DVR on more than one TV set – compared to 20% last year, and 8% five years ago.

The survey also found that 70% of households have a DVR, subscribe to Netflix, or use on-Demand (VOD) from a cable or Telco provider – with 23% of households using two of the services, and 11% using all three.

These findings are based on a survey of over 1,250 households throughout the United States, and are part of LRG's study, *On-Demand TV 2013: A Nationwide Study on VOD and DVRs*. This is LRG's twelfth annual study on this topic.

Other related findings include:

- 55% of households that subscribe to a multi-channel video service have a DVR – compared to 4% of TV households that do not subscribe to a multi-channel video service
- 58% of households with annual household incomes >\$50,000 have a DVR – compared to 30% with incomes <\$50,000
- 61% of all cable subscribers have used VOD – compared to 43% in 2008, and 10% in 2004

- 62% of digital cable subscribers, and 57% of Telco video subscribers, used on-Demand in the past month
- 29% of Netflix subscribers stream video daily, and 70% weekly – up from 10% daily, and 43% weekly in 2010
- Netflix subscribers report watching, on average, 19.6 TV shows per month – up from 12.7 in 2012, and 9.9 in 2011
- The mean annual income of those who use all three services (VOD, Netflix, and DVR) is \$96,900 – 90% above the mean income of those who use none of the services

“The ways to watch video in non-traditional forms have dramatically expanded over the past decade. In 2004, 3% of all households had a DVR; 10% of cable subscribers had ever used VOD; and Netflix did not exist yet,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “Today, 70% of households use at least one of these services, and over one-third of all households use more than one of these on-demand services.”

About Leichtman Research Group, Inc.

Leichtman Research Group, Inc. (LRG) specializes in research and analysis on broadband, media and entertainment industries. LRG combines on-going surveys and analysis with years of hands-on industry experience to provide companies with a richer understanding of the potential impact and adoption of new products and services. For more information about LRG, please call (603) 397-5400 or visit www.LeichtmanResearch.com.

On-Demand TV 2013: A Nationwide Study on VOD and DVRs is based on a telephone survey of 1,253 adults age 18+ (including 152 cell phone calls) from throughout the continental US in households with a TV set. The survey was conducted in October, 2013. The random sample of respondents was distributed to best reflect the demographic and geographic make-up of the US. The overall sample has a statistical margin of error of +/- 2.8%.

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