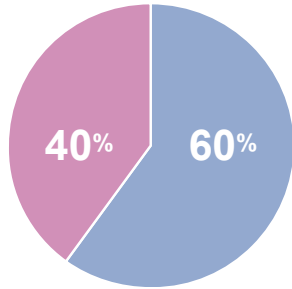


68 million Americans live in DVR households

Households with DVRs will hit the 22 million mark in July 07, according to Solutions Research Group estimates

MALE OR FEMALE?

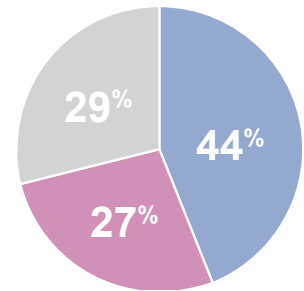


Female Male

AVERAGE SIZE OF A DVR HOUSEHOLD

3.1
persons

HOW OLD ARE THEY?



15-34 35-49 50+

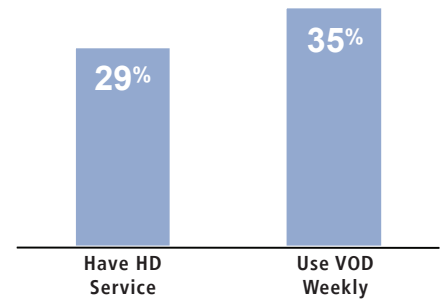
COMPLETED COLLEGE

50%

VS. 43% AVERAGE



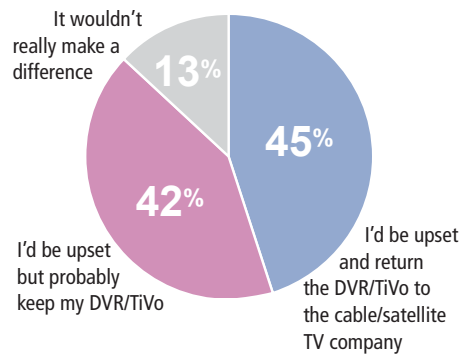
% OF DVR USERS WHO...



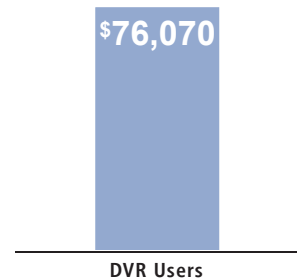
TOP NETWORKS AND CABLE BRANDS AMONG DVR USERS

NETWORKS	CABLE BRANDS
1. ABC	1. HBO
2. NBC	2. Discovery
3. CBS	3. ESPN
4. Fox	4. Food Network

REACTION TO HYPOTHETICAL BLOCKING OF FAST FORWARD ON DVR



HOUSEHOLD INCOME



18% HIGHER THAN THE NATIONAL AVERAGE