

Digital Video Recorders (DVRs)

Nielsen estimates the national DVR penetration currently at 38.0%.

National DVR Universe Estimates (%)	
May-07	17.2
Jul-07	18.7
Sep-07	18.6
Nov-07	19.7
Feb-08	21.4
May-08	23.0
Jul-08	24.4
Sep-08	24.4
Nov-08	26.9
Feb-09	28.9
May-09	30.0
Jul-09	30.8
Sep-09	31.5
Nov-09	32.3
Feb-10	34.2
May-10	35.4
Jul-10	35.9
Sep-10	36.7
Nov-10	37.2
Feb-11	38.0

Source: The Nielsen Company, Media-Related Universe Estimates

http://www.tvb.org/media/file/TV_Basics.pdf

Excel File: DVRSCALED.xlsx

DVR Updated 2017

DIGITAL VIDEO RECORDERS (DVRs)



Survey	National DVR Universe Estimates (%)
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
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

<http://www.tvb.org/Portals/0/media/file/DVR.pdf>

Excel File: DVRSCALED2.xlsx

Alternate Delivery Systems: National

Total ADS is at an all-time high and has more than doubled since 2001. Wired Cable has seen penetration drop significantly over that same time period.

http://www.tvb.org/media/file/TV_Basics.pdf

Excel File : ADS.xlsx

November	% TV Households				TOTAL ADS	Wired Cable
	SMATV	MMDS	Satellite DISH (Lg.)	DBS		
1996	0.9	1.3	1.8	2.1	6.0	69.5
1997	1.1	1.2	1.6	3.8	7.6	69.4
1998	0.7	0.9	1.5	5.9	9.0	69.8
1999	0.7	0.8	0.9	6.8	9.1	70.7
2000	0.8	0.6	1.0	9.2	11.4	70.2
2001	0.6	0.4	0.7	12.3	13.9	70.5
2002	0.6	0.3	0.5	15.3	16.5	69.1
2003	0.4	0.2	0.4	15.8	18.2	67.4
2004	0.5	0.0	0.3	18.5	19.2	66.4
2005	0.5	0.1	0.2	20.2	20.8	64.8
2006	0.4	0.0	0.1	24.0	24.5	62.1
2007	0.4	0.0	0.0	27.6	28.0	61.3
2008	0.3	0.0	0.0	28.4	28.7	61.3
2009	0.3	0.0	0.0	29.0	29.3	61.7
2010	0.3	0.0	0.1	30.2	30.5	60.7
Feb 2011	0.3	0.0	0.1	30.3	30.6	60.7

Satellite Master Antenna (SMATV): Serves housing complexes and hotels. Signals received via satellite and distributed by coaxial cable.

Microwave Multi Distribution System (MMDS): Distributes signals by microwave. Home receiver picks up signal, then distributes via internal wiring.

Satellite Dish (C-Band/KU Band) "Big Dish": Household receives transmissions from satellite(s) via a 1- to 3-meter dish.

Direct Broadcast Satellite (DBS): Satellite service delivered directly via household's own small (usually 18") dish.

Source: The Nielsen Company, NTI: People Meter Sample

National ADS, Wired-Cable & Broadcast Only Household Penetration Trends

Alternate Delivery Systems - National

% TV Households			
	Total ADS	Wired Cable*	Broadcast Only**
Nov 2016	30.3	53.3	12.6
July 2016	30.3	54.4	12.0
May 2016	30.2	55.0	11.9
Feb 2016	30.0	55.7	11.6
Nov 2015	30.1	55.9	11.1
July 2015	30.3	56.2	10.8
May 2015	30.2	56.5	10.8
Feb 2015	32.8	56.8	10.9
Nov 2014	32.9	56.9	10.7
July 2014	33.0	57.2	10.3
May 2014	32.4	57.8	10.2
Feb 2014	31.9	58.3	10.3

<http://www.tvb.org/Public/Research/CompetitiveMedia/CableADS/NationalADS,Wired-CableBroadcastOnlyHouseholdPenetrationTrends.aspx>

Excel File : ADS2.xlsx

U.S. Households With Cable Television, 1977-99

Source: Nielsen Media Research

Year	Basic cable subscribers	As % of households with TVs	Year	Basic cable subscribers	As % of households with TVs	Year	Basic cable subscribers	As % of households with TVs
1977	12,168,450	16.6	1985	39,872,520	46.2	1993	58,834,440	62.5
1978	13,391,910	17.9	1986	42,237,140	48.1	1994	60,483,600	63.4
1979	14,814,380	19.4	1987	44,970,880	50.5	1995	62,956,470	65.7
1980	17,671,490	22.6	1988	48,636,520	53.8	1996	64,654,160	66.7
1981	23,219,200	28.3	1989	52,564,470	57.1	1997	65,929,420	67.3
1982	29,340,570	35.0	1990	54,871,330	59.0	1998	67,011,180	67.4
1983	34,113,790	40.5	1991	55,786,390	60.6	1999	67,592,000	68.0
1984	37,290,870	43.7	1992	57,211,600	61.5			

Excel File : CABLE.xlsx

Cable, Pay Cable & VCR Households

	Wired	TV HH
1970	3,900	6.7%
1971	4,600	7.7%
1972	5,700	9.2%
1973	6,600	10.2%
1974	7,700	11.6%
1975	8,600	12.6%
1976	10,100	14.5%
1977	11,300	15.9%
1978	12,500	17.1%
1979	13,600	18.3%
1980	15,200	19.9%
1981	17,830	22.3%
1982	24,290	29.8%
1983	28,320	34.0%
1984	32,930	39.3%
1985	36,340	42.8%
1986	39,160	45.6%
1987	41,690	47.7%
1988	43,790	49.4%
1989	47,770	52.8%
1990	51,900	56.4%
1991	54,860	58.9%
1992*	55,490	60.2%
1993	57,200	61.4%
1994	58,750	62.4%
1995	60,460	63.4%
1996	62,580	65.3%
1997	64,470	66.5%
1998	65,810	67.2%
1999	67,120	67.5%
2000	68,550	68.0%
2001	69,490	68.0%
2002	73,230	69.4%
2003	74,430	69.8%
2004	73,860	68.1%
2005	73,930	67.5%

Note: Cable HH data is based on Wired Cable Homes only, and does not include ADS

*Reflects adjustments to conform to the 1990 census.

**Decline due to reclassification of the Disney channel.

Source: Nielsen Media Research

<http://www.tvb.org/rcentral/mediatrendstrack/tv/tv.asp?c=cable>

Excel File : WIRED.xlsx

Table 4. Population: 1790 to 1990

[For information concerning historical counts, see "User Notes." For definitions of terms and meanings of

United States Urban and Rural	United States		
	Total population	Change from preceding census	
		Population	Percent
Current urban definition:			
1990 (Apr. 1) -----	248 709 873	22 167 674	9.8
1980 (Apr. 1) -----	226 542 199	23 240 168	11.4
1970 (Apr. 1) -----	203 302 031	23 978 856	13.4
1960 (Apr. 1) -----	179 323 175	27 997 377	18.5
1950 (Apr. 1) -----	151 325 798	19 161 229	14.5
Previous urban definition:			
1960 (Apr. 1) -----	179 323 175	27 997 377	18.5
1950 (Apr. 1) -----	151 325 798	19 161 229	14.5
1940 (Apr. 1) -----	132 164 569	8 961 945	7.3
1930 (Apr. 1) -----	123 202 624	17 181 087	16.2
1920 (Jan. 1) -----	106 021 537	13 793 041	15.0
1910 (Apr. 15) -----	92 228 496	16 016 328	21.0
1900 (June 1) -----	76 212 168	13 232 402	21.0
1890 (June 1) -----	62 979 766	12 790 557	25.5
1880 (June 1) -----	50 189 209	11 630 838	30.2
1870 (June 1) -----	38 558 371	7 115 050	22.6
1860 (June 1) -----	31 443 321	8 251 445	35.6
1850 (June 1) -----	23 191 876	6 128 523	35.9
1840 (June 1) -----	17 063 353	4 202 651	32.7
1830 (June 1) -----	12 860 702	3 222 249	33.4
1820 (Aug. 7) -----	9 638 453	2 398 572	33.1
1810 (Aug. 6) -----	7 239 881	1 931 398	36.4
1800 (Aug. 4) -----	5 308 483	1 379 269	35.1
1790 (Aug. 2) -----	3 929 214

<http://www.census.gov/population/censusdata/table-4.pdf>

Excel File: USPopulation.xlsx

$n = 0 \rightarrow 1790$

So each $n = 10$ years