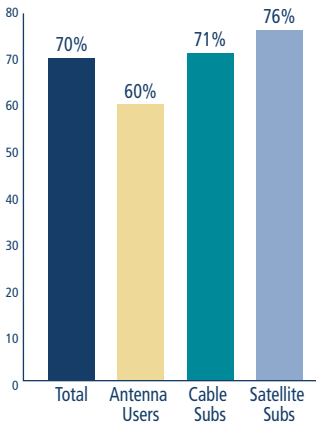


# Awareness of DVR

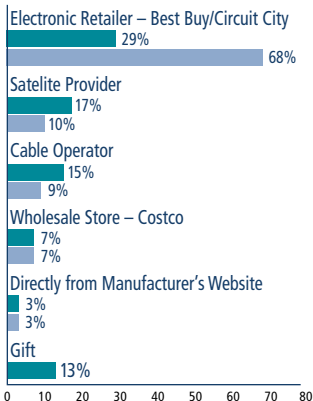


Source: Ipsos-Insight survey of 1000  
U.S. adults, fielded January 9–11, 2004.  
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# Where Purchased/Plan to Purchase DVR

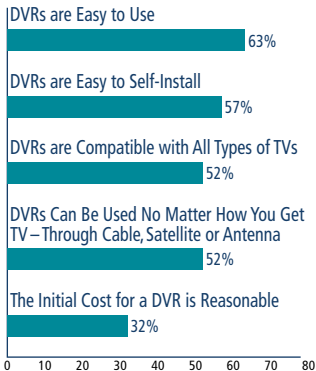
■ Current Owners

■ Intenders



Source: Ipsos-Insight survey of 1000  
U.S. adults, fielded January 9–11, 2004.  
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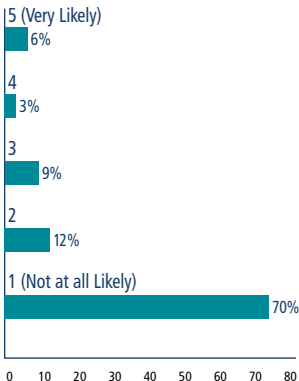
## Perceptions of DVR – Among Intenders



Source: Ipsos-Insight survey of 1000  
U.S. adults, fielded January 9–11, 2004.  
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# Likelihood to Purchase DVR

– Next 12 Months



Source: Ipsos-Insight survey of 1000  
U.S. adults, fielded January 9–11, 2004.  
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