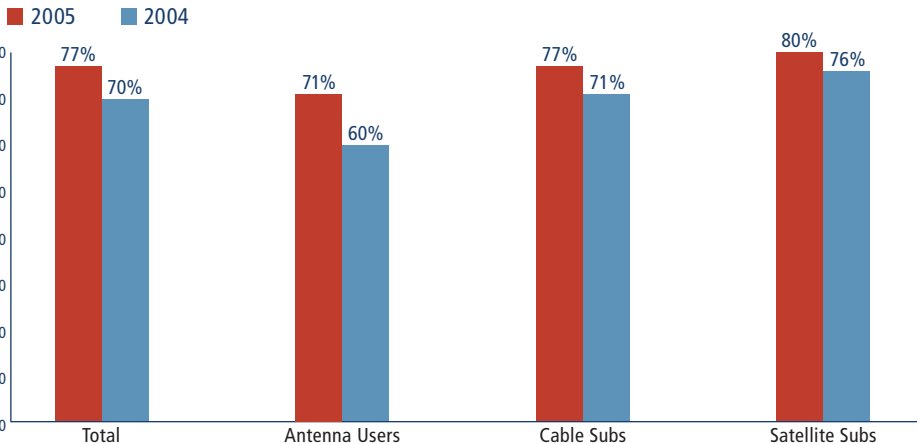
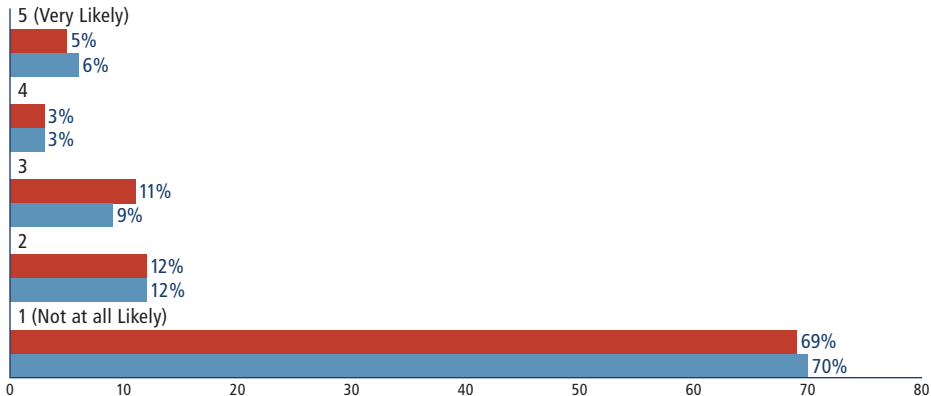


Awareness of DVR



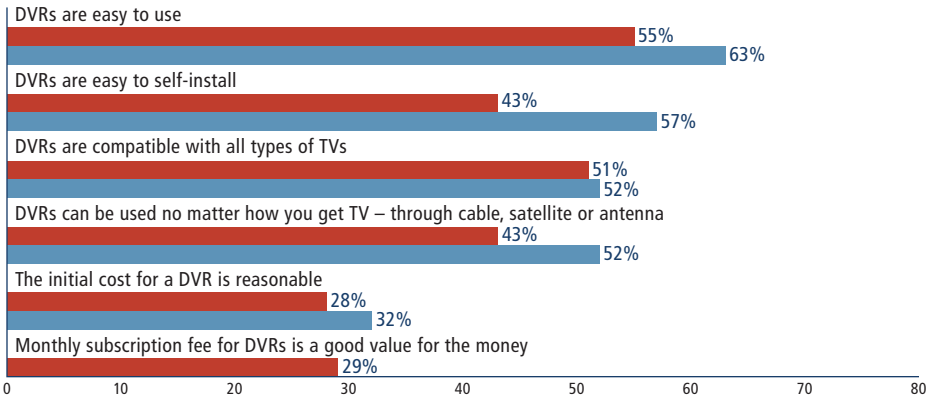
Likelihood to Purchase DVR

■ 2005 ■ 2004



Perceptions of DVR – Among Intenders

■ 2005 ■ 2004



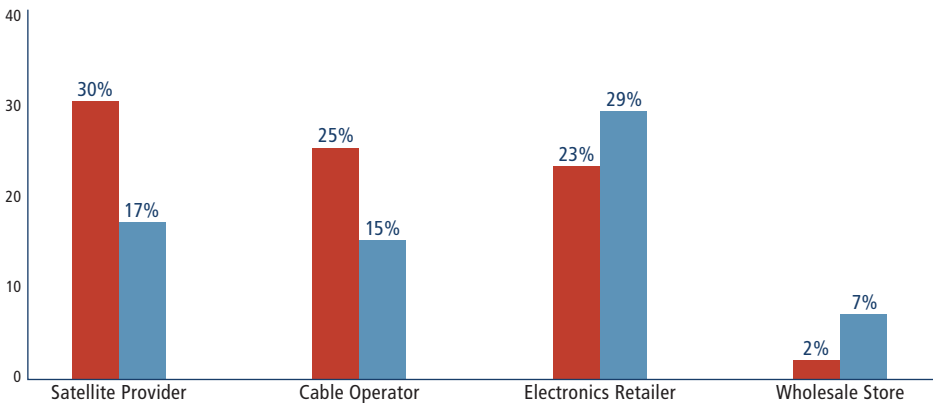
Source: Ipsos-Insight survey of 1000 U.S. adults, fielded January 5 – 9, 2005.

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DVR Purchase

Where did you purchase your DVR?

■ 2005 ■ 2004



Source: Ipsos-Insight survey of 1000 U.S. adults, fielded January 9 – 11, 2004 and January 5 – 9, 2005.
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