**A DVR Milestone for Broadcast Viewership**

Two Big Four programs drew as many time-shifted viewers as live. This past season, TV viewers were just as likely to be watching “The Blacklist” or “Quantico” time-shifted via DVR within a week of its original airing as watching it live. According to just-released full-season data from Nielsen, NBC’s “Blacklist” and ABC’s “Quantico” both doubled their live-plus-same-day (L+SD) ratings among adults 18-49 when seven-day viewing (L+7) was added.

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<http://www.medialifemagazine.com/dvr-milestone-broadcast-viewership/>