**Traditional DVR Time-Shifted Viewing Declines**

Traditional DVR TV time-shifted viewing is witnessing steeper declines among key viewing groups. There was a 12% drop in time-shifted program viewing on a monthly basis among viewers 18+ to 25 hours and 21 minutes for the first quarter of 2016 versus the same period a year ago, according to the Video Advertising Bureau, and using Nielsen data.

***MediaPost 9.13.16***

<http://www.mediapost.com/publications/article/284643/traditional-dvr-time-shifted-viewing-declines.html>