**26% of Prime-Time Broadcast Viewing is Time-Shifted**

Twenty-six percent of prime-time broadcast viewing in the second quarter was time-shifted, with the CW recording the highest percentage of time-shifted viewing, at 44%, a TiVo Research study found. Twenty-three percent of broadcast was time-shifted within the first three days, with 3% of shifting occurring from days four through seven.

***MediaPost Communications 10/7/16***

[***http://www.mediapost.com/publications/article/286432/broadcast-grabs-more-time-shifted-viewing-than-cab.html***](http://www.mediapost.com/publications/article/286432/broadcast-grabs-more-time-shifted-viewing-than-cab.html)