**The Truth About How Much Live TV We’re Watching**

When we talk about DVRs, it’s with the understanding that time-shifting is growing. But while DVR use is on the rise, the vast majority of TV viewing remains live, according to a new study. The research, done by time-shifting service TiVo, finds that 80 percent of all broadcast TV viewing still takes place live.

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<http://www.medialifemagazine.com/clearing-misconceptions-dvrs/>

image source:

<http://static.neatorama.com/images/2012-09/woman-watching-tv.jpg>