

ABSTRACT

TELEVISION THE EASY WAY: DIGITAL VIDEO RECORDERS AND TELEVISION USE

Digital video recorders (DVRs) may change how the medium of television is used. By comparing the habits of television viewers who own digital video recorders with those who do not, this study aims to determine if the future television user will have significantly different viewing habits than the average current user. It also analyzes how DVR owners integrate their DVRs into their television viewing through analyzing viewing hours, television satisfaction, and behavior towards television advertising. By offering historical perspective and further research on DVR awareness, this research also offers insight on the diffusion of DVRs to mainstream television audience.

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