



The Nielsen Company  
770 Broadway  
New York, NY 10003  
www.nielsen.com

## News Release

**Contact:**

Anne Elliot – 813.366.3556

### **PENETRATION OF HIGH DEFINITION TELEVISION EXCEEDS 23%, NIELSEN REPORTS**

#### **Sports Programs Most Popular HDTV Program Genre**

**New York, NY, December 11, 2008** – With the Holiday electronics-buying season approaching, Nielsen today reported that, as of November 30, the penetration of high definition television (HDTV) reached 23.3% of all U.S. television households. When Nielsen began tracking HDTV status in its People Meter samples in July of 2007, only 10% of homes had HDTV and this percentage has increased in each subsequent month (see Table 1).

Steve McGowan, Senior Vice President Client Research Initiatives said, "The accelerated penetration of HDTV can be attributed to a number of factors, including the lower prices for high definition television equipment, the increased availability of high definition programming, and purchases of new television sets in anticipation of the digital transition set for February of 2009. With nearly a quarter of homes equipped with high definition televisions, the demand for high definition content will only increase."

Among the 18 largest local markets, Washington, D.C. has the highest HDTV penetration, with 31.1% of homes receiving high definition. Boston and New York follow with penetrations of 30.5% and 30.2%, respectively. Detroit has the lowest HDTV penetration: 20.9% of homes (see Table 2).

Nielsen also looked at the types of programming that are most popular in households that receive HDTV signals, comparing that to households without HDTV capability. Sporting events have the highest index of viewing in HDTV households, with HDTV receivable and capable homes watching 54% more sports than households that are not HDTV capable (see Table 3).

Other genres that are popular with HDTV households include political programming (25% more popular) and awards shows (10% more popular).

Nielsen's HDTV estimates are available nationally and for all 56 metered markets. The estimates are based on Nielsen Field staff review of all equipment to identify TV sets that are capable of receiving and displaying high definition pictures, as well as those that are actually receiving those signals.



**Table 1**

Total U.S. HDTV Penetration Trend By Household	
2007	% HD
July	10.0%
August	10.5%
September	11.3%
October	12.1%
November	12.8%
December	13.5%
2008	
January	14.5%
February	15.3%
March	16.2%
April	17.1%
May	18.1%
June	18.9%
July	19.6%
August	20.4%
September	21.3%
October	22.2%
November	23.3%

**Table 2**

HDTV Penetration in Local People Meter Markets – November 2008	
	%HD
<b>Total U.S.</b>	<b>23.3%</b>
Washington, DC (Hagerstown)	31.1%
Boston (Manchester)	30.5%
New York	30.2%
Seattle-Tacoma	29.8%
Philadelphia	29.1%
Los Angeles	28.9%
Chicago	27.0%
Phoenix	26.9%
San Francisco-Oak-San Jose	26.8%
Tampa-St. Pete (Sarasota)	26.7%
Denver	26.4%
Atlanta	25.7%
Dallas-Ft. Worth	25.0%
Houston	23.7%
Cleveland - Akron	23.6%
Minneapolis - St. Paul	21.6%
Miami-Ft. Lauderdale	21.4%
Detroit	20.9%

**Table 3**

Ratings Index by Program Type Households with HDTV Capability and Receivability Indexed to Non-HDTV Capable Households	
	Index
SPORTS EVENT	154
SPORTS COMMENTARY	139
POLITICAL	125
AWARD CEREMONIES	110
SITUATION COMEDY	110
GENERAL VARIETY	109
GENERAL DRAMA	106
NEWS DOCUMENTARY	104
CONVERSATIONS, COLLOQUIES	103
PARTICIPATION VARIETY	102

*(Total Day viewing 10/27/2008 - 11/23/2008 - ABC, CBS, CW, FOX and NBC.)*

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