

watch!

LOVE BITES

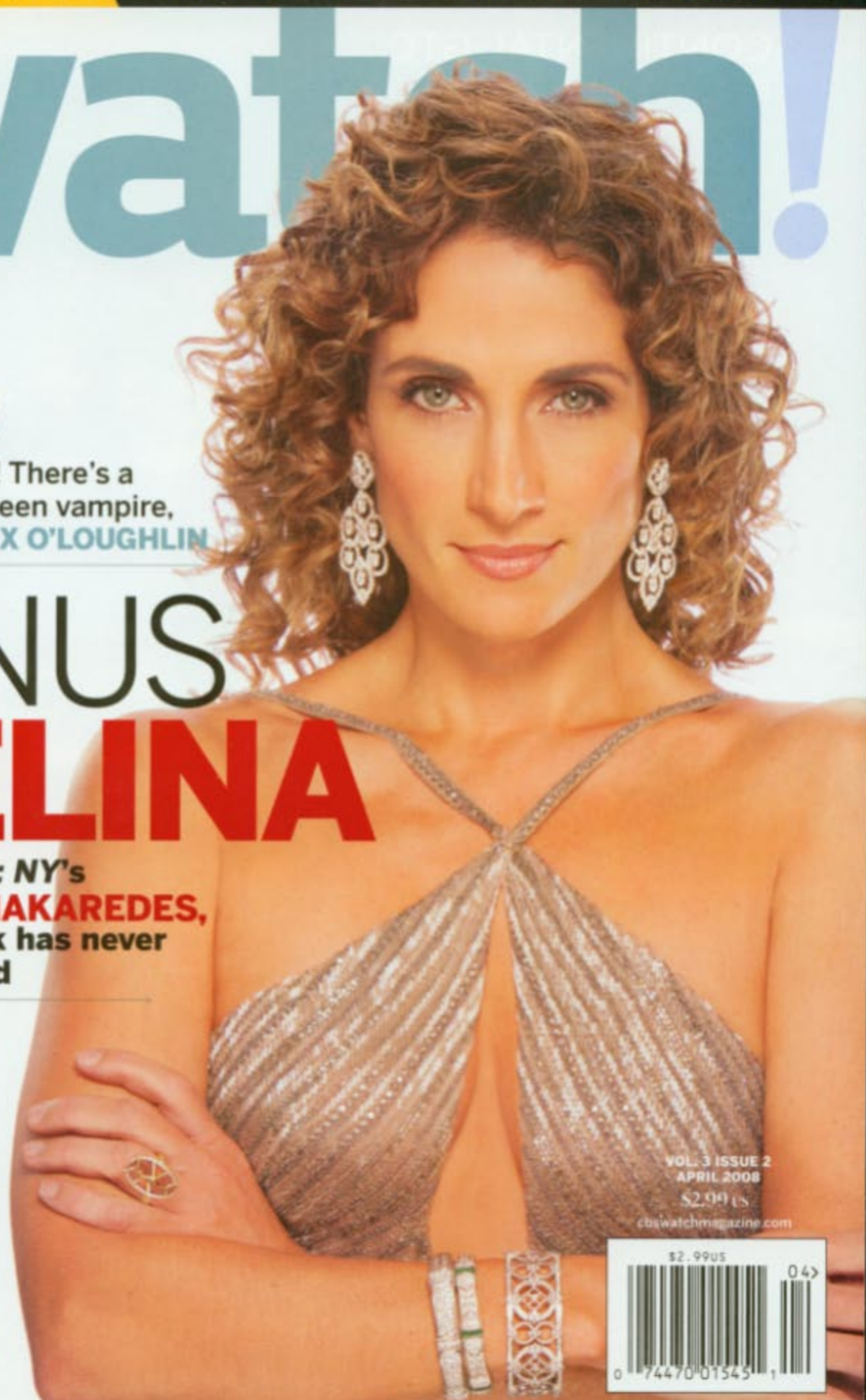
Look out, ladies! There's a HOT, new on-screen vampire, *Moonlight's* **ALEX O'LOUGHLIN**

VENUS MELINA

Thanks to *CSI: NY's* **MELINA KANAKAREDES**, detective work has never looked so good

Star Style!

From LASHES to LIPSTICK, makeup pros share their secrets



VOL. 3 ISSUE 2

APRIL 2008

\$2.99 US

cbswatchmagazine.com

\$2.99US



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DVREVOLUTION

Americans are now watching more TV, thanks to digital video recorders

So you stayed out with your co-workers later than you'd planned, enjoying a happy hour that ended up running straight through prime time. Lucky for you, your DVR was already set to record *Moonlight*. Now, at any point over the weekend, you're free to watch your favorite shape-shifting vampires on your own time-shifting schedule.

"A DVR lets you define TV on your own terms," says Todd Juenger, the vice president and general manager of audience research and measurement at TiVo Inc. "Because then it can be up to you when to watch, not the people in the networks' programming departments."

Indeed, ever since TiVo pioneered the technology in 1999, the DVR has greatly affected—and increased—Americans' consumption of TV. According to David Poltrack, chief research officer of CBS Corp. and president of CBS Vision, when a household gets a DVR, its members end up watching more TV—and particularly more network TV, Poltrack adds.

Although the five broadcast networks together attract 46 percent of all viewers on a live basis, their shows represent 79 percent of all programming played back on a DVR. After all, Poltrack notes, "there's less

urgency for me to record a cable show, because [with likely additional airings during the week] there'll be multiple opportunities for me to see it. Whereas the repeat of last night's *Shark* probably isn't going to show up for months."

DVR DEVOTEES

Yes, a DVR offers a sure-fire solution to scheduling conflicts (you no longer have to choose between two shows in the same time slot), and makes sure you never risk missing a ticking second of your Sunday night ritual, *60 Minutes*. But there are other ways in which the machine makes it likely you'll end up watching more of the tube.

First and foremost, with their high-capacity hard drives and user-friendly menus, DVRs make a TV lover's life that much easier. Unlike in the old VCR days, there are no tapes to mismanage, mislabel or misplace. "The perception with the VCR was that a lot of stuff was being recorded and not being played back," Poltrack says. "You would have only a couple of tapes, and would end up having to record over something you hadn't gotten around to watching yet."

WHERE DOES THE TIME GO?

When Americans are surveyed, Poltrack says, we all claim to be on the Internet more lately. And DVRs are helping us watch more TV, too? At first, it seems as if something just doesn't add up. Where does the "extra" time come from?

For one thing, Poltrack says, more and more of us are multitasking. The ability to pause either live or playback television makes it more possible to gab, do homework and surf the Web in front of the set. And so, lately, about half the people who say they're online during prime time also say

they're simultaneously watching TV. "There's a complementary dynamic between the two media," Poltrack notes. You can Google a guest star's other credits, live blog about an exciting episode or even Buy It Now on an advertiser's website.

But in the end, some of us are just plain watching more TV. So, timewise, what is it we're not doing? "The indication is that some of it is sleeping," Poltrack says. "When people are surveyed, they often say they're watching less television—but when they're electronically measured, it turns out not to be true. They just say that because it's a socially desirable response. What they're probably really doing less of is talking to family and friends, going outside and engaging in activities. They're becoming couch potatoes."

Juenger agrees. "I don't know why those things are happening more now than in the past," he says, "except to say that when there's a TiVo in the house, there's never a time when you say, 'I should go talk to my spouse or find something else to do.' Because there's always something good on." ■



Prime Time DVR Playback

Thanks to the convenience of DVRs, most shows are seeing a healthy spike in viewership:

Show	Additional Viewers
CSI	+1.9 million
CSI: Miami	+1.2 million
Criminal Minds	+1.2 million
Numb.3rs	+1.1 million
NCS	+1 million
CSI: NY	+1 million
Cane	+1 million