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The February 2009 Digital Television Transition: Update on the Digital Readiness of U.S. Households

Nielsen continues to track the readiness status of the U.S. and local markets, as we get closer to February 17, 2009. Nielsen's readiness data are based on sets and households in our National People Meter panel, which is representative of U.S. television households, and our local metered panels, which are representative of their respective television household populations.

Some key trends at the national level include:

The pace at which U.S. households are getting ready has accelerated. The penetration of Completely Unready households (HH) declined from 8.4% in September 2008 to 7.7% in October 2008 – the largest single month change in the past six months.

	% of U.S. HHs that are Completely Unready	% of U.S. HHs that are Partially Unready
May 2008	9.8%	11.9%
June 2008	9.6%	11.8%
July 2008	9.3%	11.6%
August 2008	8.9%	11.4%
September 2008	8.4%	11.0%
October 2008	7.7%	10.7%

Non-Hispanic households continue to be more ready than their Hispanic counterparts. However, recent months show that Hispanic and non-Hispanic households are preparing at accelerated rates.

	% of Hispanic HHs that are Completely Unready	% of Non-Hispanic HHs that are Completely Unready
May 2008	14.4%	9.2%
June 2008	14.9%	8.9%
July 2008	14.5%	8.6%
August 2008	13.4%	8.3%
September 2008	13.0%	7.9%
October 2008	12.4%	7.1%

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