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## HD ADS DOUBLE IN FIRST QUARTER OF 2011

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The percentage of HD ads has doubled to 20% for the first quarter of 2011, compared to 10% during the same quarter in 2010. The figures are proportionate to the percentage of TV content viewed in HD. The uneven adoption of HD content in local markets is the main hurdle in the growth of HD content. More than 50% of broadcasters and cable operators now support HD. There is lot more scope for growth in this segment. Read the full article here: [Stat of the Day: HD Ads Double](#)

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