

Report: DirecTV to promote own 'Tivo' box

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DirecTV is reportedly set to unveil its digital video recorder next week in what is seen as a direct challenge to the increasingly popular TiVo device.

The New York Times said Friday that the satellite-television giant planned to kick off a \$30 million ad campaign to promote the value-added technology.

DirecTV's DVR has a primary selling point of 100 hours of recording space compared to TiVo's 30. The price will be \$5.99 per month for subscribers, the same price that TiVo charges. DirecTV will continue to carry TiVo, The Times said.

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