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## [Soon, You'll Be Able to Turn Your PC into a TiVo Digital Video Recorder](#)

### *As TiVo and Nero enter a strategic software partnership*

Digital video recorders have become extremely popular over the past few years, as they allow users to watch their favorite shows even if they're not in front of the TV exactly when aforesaid programs are aired. And although DVRs are traditionally standalone devices, it seems that things are about to change, since the famous TiVo and software-developer Nero have just entered a partnership that might bring the concept of digital video recordings a lot closer to our own personal computers. Thus, according to the specific terms of this agreement, Nero will develop a software solution that will bring TiVo features to the personal computer. Capitalizing on the growing PC TV tuner market, it will answer the consumer demand for a trusted PC-based DVR experience for use with the estimated 50.8 million PC TV tuners that will be sold worldwide by 2011, according to In-Stat research report published in April 2007. "The partnership with TiVo extends the TV experience for the connected digital home, enabling easy access anytime, anywhere to the most extensive TV content," said Richard Lesser, CEO, Nero AG. "Our core technology enables the creation of new categories in consumer electronics, changing the way that users interact with both hardware and software. Our proven technology adds media functionality to the world's leading consumer electronics, personal computing and software products." But Nero's CEO is not the only one to highly appreciate this deal, Tom Rogers, president and CEO of TiVo, having a few things to say as well. "This agreement provides TiVo with an opportunity to deliver its interface and differentiated feature set globally via the PC, enabling TiVo to use all avenues of mass distribution - from consumer electronics, to cable and satellite boxes and soon, the PC. We are thrilled to work with Nero, a highly successful leader in software solutions for the PC who has the ability to develop a state-of-the-art program centered on the TiVo platform that will bring the same personalized entertainment experience to domestic and international consumers on their personal computers." "Of course, it remains to be seen just what the result of this new agreement will be, but taking into consideration the fact that its basis is a pretty sound one (the increase demand for digital video recording solutions), the future solution will most likely be quite a successful one.