



The switch to digital television (DTV) is coming.

Get ready for dramatically better television.

By law, television stations nationwide must switch their broadcasting from analog to digital by February 17, 2009.*

Television sets connected to cable, satellite or a telephone company television service will not be affected, and will continue to receive programming after that date. But analog television sets that receive their signal from an antenna and are not connected to a paid television service will need a DTV converter box to continue receiving a television signal after the date of the switch.

*Low-power and class A TV stations are exempt.



DTVAnswers.com

What is Digital Television (DTV)?

Digital Television (DTV) is an innovative new type of over-the-air broadcasting technology that transmits pictures over the airwaves in data bits, like a computer. DTV enables TV stations to provide dramatically clearer pictures, better sound quality and more programming choices.

DTV also makes high-definition (HD) broadcasting possible for viewers with HD sets and provides interactive capabilities and data services such as significantly enhanced closed captioning.

Why the switch?

Under legislation passed by Congress – the Deficit Reduction Act of 2005 – full-power local television stations are required to turn off their analog channels on February 17, 2009, and continue broadcasting exclusively in the digital format.

What are the benefits of DTV?

DTV is a more efficient way to broadcast, and it will free up the airwaves for a variety of new services. DTV also provides crystal clear pictures and sound, more channels and even free, over-the-air high-definition television (HDTV) for consumers with HD television sets. DTV will also allow more services than ever before with free, broadcast television.

Who will be affected?

Consumers who receive free broadcast television signals through antennas on television sets that are equipped with analog tuners – and who do not subscribe to cable, satellite or a telephone company television service provider – will be affected by the transition.

At least 19.6 million households receive free broadcast television signals exclusively in their homes, and approximately 70 million television sets are at risk of losing their signals from full-power television stations after February 17, 2009, if owners of these sets do not take steps to upgrade.

How do I upgrade to DTV?

You can upgrade to DTV by following one of three steps by February 17, 2009:

- 1. DTV converter box:** Purchase a DTV converter box that plugs into your existing analog TV set. A converter box will enable you to continue to receive free television reception, and the boxes, which are expected to cost between \$40 and \$70, will be available for purchase in early 2008. The federal government is providing \$40 coupons that you may use toward the purchase of these boxes. *(See reverse for details)*

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2. Digital TV set: Purchase a new television set with a built-in digital or Advanced Television Systems Committee (ATSC) tuner, which start at under \$100. All TVs with a digital tuner are able to receive digital signals broadcast by television stations, so you can continue to receive your free programming with no monthly fees.

3. Paid service: Subscribe to cable, satellite or a telephone company service provider to continue using your analog TV set, if all desired local broadcast stations are carried by that service.

What is a DTV converter box?

A DTV converter box is an electronic device that hooks up to your analog television set and antenna and converts the digital television signal into analog, making it viewable on your analog TV. Converter boxes are expected to cost between \$40 and \$70.

How can I get a coupon for a DTV converter box?

The federal government is providing coupons for DTV converter boxes to help with the costs of upgrading to digital. Households will be able to apply for up to

two coupons, valued at \$40 each, which must be redeemed within 90 days. For more information or to request a coupon, call 1 (888) DTV-2009 or 1 (877) 530-2634 (TTY), visit www.DTV2009.gov or mail coupon applications to PO Box 2000, Portland, OR 97208.

Can I keep my analog TV set?

Yes. Buying a new digital television set isn't the only option you have for navigating the DTV transition. If you wish to continue using your analog set, you must consider one of the following options to make the switch to digital television:

1. Purchase a DTV converter box, which will convert the new digital signal into the analog format for analog television sets.
2. Subscribe to a cable, satellite or telephone company service provider to receive the new digital signal.

How do I know if I have an analog or digital television set?

To check whether your TV set can receive over-the-air digital broadcast signals, take a look at your owner's manual

or look on the set for an indication that it has a built-in Advanced Television Systems Committee (ATSC) tuner. You can also go to the manufacturer's Web site and check the capabilities of the set by manufacturer model number.

Is HDTV the same thing as DTV?

No. DTV is digital television. HDTV is high definition television. HDTV is the highest quality format of DTV, but it is only one of several formats. Consumers who have high definition TV sets may receive high definition television programming for free using an antenna.

Will I need a special antenna to receive DTV over-the-air?

A good indoor or outdoor antenna will maximize your DTV reception. In general, dependable reception of DTV will require the same type of antenna that currently works to provide good quality reception of analog TV signals at your home.

For help choosing an outdoor antenna in order to receive your free, local broadcast TV channels, visit www.antennaweb.org.

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An initiative of the National Association of Broadcasters, which represents more than 8,300 free, local radio and television stations and broadcast networks across the country.

