

# DTV Fast Facts

**DTVAnswers.com**

An initiative of the National Association of Broadcasters

## Check out these interesting facts about the digital television transition and the broadcast television industry.

**The national DTV transition deadline is 11:59 p.m. (local time) on February 17, 2009. Stations can go all-digital early, but no later than this date.**

93 percent, or 1,631 out of 1,759 full-power TV stations are broadcasting in digital today.

**19.6 million households receive over-the-air signals exclusively in their homes.**

14.9 million households have secondary over-the-air TV sets in their bedrooms or kitchens.

**70 million TV sets in 34.5 million households are at risk of losing their signals.**

The average adult watches nearly 4 hours (236.6 minutes) of TV per day.

### How DTV benefits consumers:

**Crystal clear pictures and sound, more programming choices and services than ever before – all for free!**

Viewers who have HD sets can receive free HDTV programming for free over the air with an antenna.

### Percentage of broadcast-only minority households:

**27.5 percent African-American**

**31.8 percent Hispanic**

**41.5 percent Spanish-speaking**

**(Source: Knowledge Networks/SRI)**

### How to switch options:

1. Purchase a DTV converter box
2. Purchase a TV set with built-in digital tuner, or
3. Subscribe to cable, satellite or other pay TV service

**Converter box coupons have no name. Certified retailers can accept any coupon that's valid and has not expired regardless of who ordered it.**

Low-power and "translator" stations aren't required to switch to DTV. Viewers of these stations will need to purchase an analog pass-through converter box or antenna splitter.

**If your pay TV goes out but the power stays on, you still won't be able to get any TV broadcasts. Having a DTV converter box and antenna as backup will allow you to watch free TV until your pay service is restored.**

### There are two TV frequency bands:

**Very High Frequency (VHF)** VHF includes channels 2-13  
**Ultra High Frequency (UHF)** UHF includes channels 14-51

**While most DTV stations use UHF channels, some are VHF. If any stations in your area broadcast on VHF, then you will need a combination VHF/UHF antenna.**

Besides choosing the right type of antenna, adjusting its position and direction will ensure the best DTV reception.

**Rescanning a converter box or TV set for channels is necessary when installing equipment for the first time, after repositioning antennas, and once again after February 17, 2009.**

**In 2008: 112.8 million TV households or 98.2 percent of all U.S. households have a TV. (Source: TVB)**

**In 1950: 3.88 million TV households or 9 percent of all U.S. households had a TV. (Source: TVB)**

Since 2003, broadcast TV has dominated the top 100 most-watched programs nationally. (Source: TVB)

**Important Web sites:** DTVAnswers.com, dtv2009.gov, AntennaWeb.org, LPTVAnswers.com

**Important phone numbers:** 888-CALL FCC and 888-DTV-2209