

David K. Rehr  
President and CEO



January 6, 2009

The Honorable John D. Rockefeller  
Chairman  
United States Senate  
Senate Committee on Commerce, Science and Transportation  
531 Hart Senate Office Building  
Washington, DC 20510

Dear Chairman Rockefeller,

In less than one month, broadcasters in your state and across the country will complete the transition from analog to digital television (DTV) broadcasting. On behalf of America's broadcasters, we greatly appreciate your effort to help ensure that no household loses television reception after the transition on February 17, 2009.

As you know, television will change dramatically when the transition to DTV is completed. DTV will bring greater excitement, energy, creativity and quality to television than even the switchover from black and white to color TV.

Consumer awareness of the transition has jumped significantly in the last year. A recent nationwide poll commissioned by the National Association of Broadcasters (NAB) found near-universal awareness of the transition at 92 percent, up from 79 percent in January 2008.

Our goal is two-fold: to saturate consumer awareness and to encourage viewers to take immediate action to ensure they maintain a television broadcast signal after the February 17 transition date. To help achieve these goals, we have developed a toolkit to help members of Congress explain the transition to their constituents. The enclosed CD includes:

- PowerPoint presentation on the DTV transition in English and Spanish
- DTV Q & A guide in English and Spanish
- Sample press release
- Key points on DTV and a DTV Cheat Sheet
- Sample op-ed in English and Spanish
- Consumer resource guide in English and Spanish

1771 N Street NW  
Washington DC 20036 2800  
Phone 202 429 5449  
Fax 202 429 5410  
[www.nab.org](http://www.nab.org)

- DTV consumer awareness video
- DTV handbill in English and Spanish
- DTV background sheet
- Sample speeches on DTV
- Banner Web site ads
- DTV quick answer guide for receptionists
- DTV congressional checklist

Late last year, NAB hosted two special live webcasts for congressional staffers to address DTV issues. NAB's DTV transition team discussed how the federally mandated transition will impact communities across America, what consumer education and outreach initiatives are already underway by broadcasters and how to access information about the DTV coupon program and converter boxes. More than 600 staffers tuned in for these online briefings. We plan to conduct another congressional webcast on January 16, 2009, at noon (EST).

The webcasts are among many initiatives in the broadcast industry's unparalleled and unprecedented campaign to educate America on the DTV transition, which we are pleased to report is proving highly effective. Our multifaceted campaign uses every available tool to ensure no consumer is left unprepared when the switch to digital occurs. All totaled, broadcasters' DTV education campaign is conservatively valued at more than \$1 billion and will generate 132 billion audience impressions during the course of the campaign.

We are working closely with every broadcast network and local television stations nationwide to educate viewers everywhere they are. Our initiatives include numerous on-air efforts, such as crawls, snipes, news tickers, a 100-day countdown clock and television spots, which are airing on television screens in homes, gas stations, airplanes, grocery stores and medical offices nationwide.

Beyond the airwaves, broadcasters are communicating our messages to consumers in innovative ways. NAB sponsors two DTV "Trekkers" – giant trucks shaped like televisions that stop at state fairs and other large community events to educate viewers about DTV. NAB also operates a nationwide Speaker's Bureau which is on-target to deliver 8,000 speeches in venues around the country before February 2009. We have made educational materials available to libraries, Meals on Wheels and countless other local organizations, in more than 60 languages. We have also made available a DTV informational flyer in Braille for the blind and visually impaired.

We are also utilizing outdoor marketing, such as bus shelter and metro advertising, to reach affected populations. In Washington, D.C., we provided the District's largest taxicab fleet with receipts highlighting our consumer friendly Web site, [DTVAnswers.com](http://DTVAnswers.com).

In December, NAB launched DTV ads in 1,200 buses across Detroit, Boston, Houston, Salt Lake City, Seattle and Washington, D.C., all key cities with high over-

the-air populations. The ads will run until the transition is completed. In January and February 2009, NAB will display DTV marketing throughout the Capitol South metro station in Washington, D.C.

As part of the Federal Communications Commission's early analog shut-off experiment in Wilmington, N.C., NAB helped coordinate with local broadcasters, cable and satellite providers and other stakeholders to ensure the market's successful transition to DTV on September 8, 2008. NAB provided television and radio spots to local broadcasters and facilitated their outreach efforts. Our extensive research tracked consumer awareness and helped determine the results of the experiment. We also distributed DTV information and converter box coupon applications to hundreds of local African-American churches, and our DTV Trekker visited locations around Wilmington during the two weeks leading up to the transition.

Additionally, broadcasters are coordinating grassroots education efforts through the 241-member DTV Transition Coalition, which is comprised of government, private industry, consumer and membership organizations all committed to a smooth transition for viewers. Through the diverse coalition, we are able to reach all demographics, all geographical areas, urban and rural communities, the young and the old.

Again, thank you for your efforts thus far to ensure that no household loses access to their television signal. We look forward to continuing to work with you in the final weeks ahead to educate your constituents about the revolutionary switch to digital broadcasting and the crystal-clear pictures, phenomenal sound and new channels that come along with it.

If you would like to receive additional copies of any of the DTV marketing collateral contained in your packet, please let us know and we will send it to your congressional office.

For more information on the broadcast industry's DTV transition education efforts, please contact me or the NAB Government Relations Department at 202-429-5301.

Best wishes.

Sincerely,

A handwritten signature in cursive script that reads "David K. Rehr".

David K. Rehr  
President and CEO

# How do I switch to DTV?

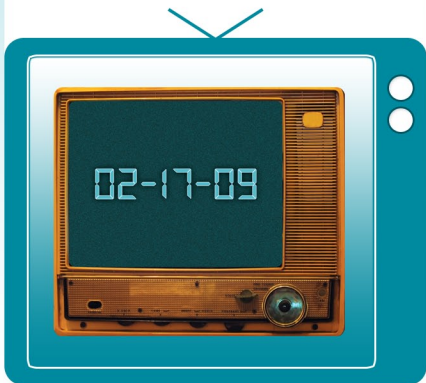
By law, full-power television stations must switch to all-digital broadcasting on February 17, 2009.\* It's easy to upgrade to DTV. Find your TV set below to learn how.

## Antenna on Analog TV

If you use an antenna to watch TV on a set that has an analog tuner – and don't subscribe to a pay television service such as cable – you can upgrade to DTV by taking one of three steps:

- Purchase a DTV converter box
- Purchase a digital TV set
- Subscribe to cable, satellite, or other pay television service

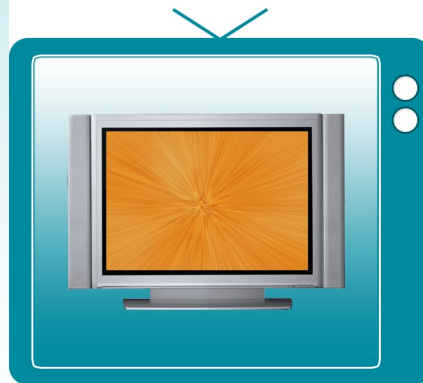
The government is issuing households up to two \$40 coupons (90-day expiration period) for DTV converter boxes. To apply for coupons, call 1-888-DTV-2009 or visit [DTV2009.gov](http://DTV2009.gov).



## Antenna on Digital TV

If you have a digital TV set that is connected to an antenna, you are already receiving digital signals.

To determine if your set has a built-in digital tuner, check your owner's manual or the TV manufacturer's Web site, or look on your set for an indication of an ATSC digital tuner.



## Cable Television

If all of your television sets are connected to a cable, satellite or other pay television service, you should not be affected by the transition.

But any TV sets that are not connected to a paid TV service will need to be upgraded before the transition.



## Satellite Service

If all of your television sets are connected to a cable, satellite or other pay television service, you should not be affected by the transition. But any TV sets that are not connected to a paid TV service will need to be upgraded before the transition.

However, satellite companies in some areas may not provide or may charge extra for local television channels. If you receive local stations using an antenna, your TV set may need to be upgraded with a converter box if it does not have a built-in digital tuner.



\* Low-power TV stations may remain in analog after Feb. 17, 2009. Watching analog programming may require specific equipment. Learn more at [www.dtvanswers.com/lowpower](http://www.dtvanswers.com/lowpower) or call 1-800-CALL-FCC.



## Low-Power Stations, Translators and the Digital Television (DTV) Transition

While federal law mandates that all full-power television stations must cease to broadcast in analog after 11:59 p.m. on February 17, 2009, low-power television broadcast stations (LPTV), Class A television stations, television translator stations and television booster stations (low-power facilities) are not covered by the law. These stations may continue to broadcast in analog after the February 17, 2009, digital conversion deadline for full-power television stations.

Viewers making the transition to receive digital stations who wish to continue watching low-power analog programming must purchase specific equipment.

### Why is this a problem?

- **Confusion.** Many consumers do not know the difference between full-power and low-power stations or whether the signals they receive are full- or low-power. The issue is further confused by these low-power stations remaining in analog as full-power stations switch to digital.
- **Some consumers watch both full-power and low-power stations.** While the audience of Class A or low-power community broadcaster stations runs approximately 800,000 nationally, some viewers in rural areas receive their network programming from low-power translator transmitters, which re-transmit a station's signal at long distances from the main transmitter. A household could theoretically watch community broadcasting from a low-power station, receive low-power network programming from a translator and receive full-power network programming from other full-power transmitters. After the transition, these households will need a way to easily switch between analog low-power programming (from the community station and low-power translator) and digital full-power programming (coming directly from the transmitter).
- **Converter boxes.** The federal government is offering \$40 coupons toward the purchase of digital-to-analog converter boxes to allow viewers to watch digital programming on their existing analog televisions. However, many of these converter boxes do not make provisions for sending analog antenna signals to the television. Therefore, if a consumer who watches low-power analog television purchases one of these converter boxes in order to watch the new digital programming, he or she would have to disconnect the box to watch the low-power analog programming.
- **Converter boxes with analog pass-through exist, but this is not a mandatory feature.** Some of the coupon-eligible converter boxes have an analog pass-through feature, which allows analog antenna signals to flow through the box to the television when the box is turned off. But the federal government did not require this feature for the certification of converter boxes, and the majority of boxes do not have this capability.

## Is there a solution?

Consumers wishing to receive analog low-power stations that are still active in their area after the transition have three options:

- 1) Purchase a new set with both analog (NTSC) and digital (ATSC) tuners and connect it to a suitable antenna. This is the option for viewers who wish to watch analog and digital programming interchangeably.
- 2) Purchase a converter box with analog-antenna pass-through capability and connect it to a suitable antenna. The converter box radio frequency (RF) output is then connected to the antenna input of the TV. Consumers can simply turn the converter box power off and use the television tuner to select the low-power analog station channels they are used to watching. They can turn the box on to watch a digital channel and tune the DTV channels using the tuner in the converter box.
- 3) Purchase a converter box that can receive both analog (NTSC) and digital (ATSC) signals. Note that because these boxes are generally used for HD television sets, they run well over \$100. These boxes are also not eligible for purchase with a converter box coupon from the federal government.
- 4) Consumers who purchase a converter box without the analog-antenna pass-through capability and wish to watch both digital and low-power analog programming, must purchase an antenna splitter and/or an antenna A/B switch and make some additional connections. Viewers can then switch back and forth between analog reception directly with the television or digital through the converter box. An A/B switch and splitter and additional antenna cables are inexpensive and can be found at most consumer electronic retailers. There are three possible ways to make the connections:
  - A. The antenna is connected to the input of the antenna splitter and one of the outputs of the splitter is connected to the antenna input on the converter box. The other output of the splitter is connected to one input of the A/B switch, with the other input of the A/B switch being connected to the RF antenna output of the converter box. The output of the A/B switch is connected to the antenna input on the TV set. The TV is set to "antenna" for its source. Low-power analog stations can then be watched using the tuner in the TV set. To watch digital stations, the TV is set to channel 3 or 4 and the converter box is used to tune the digital channels.
  - B. The antenna is connected to the input of the antenna splitter and the two outputs of the splitter are connected to the antenna inputs on the converter box and on the TV set. The converter box output is then connected to the TV using the "line" or "video and audio" connections. In this case, no A/B switch is required. To watch low-power analog stations, the TV is set to "antenna" for its source and uses the tuner in the TV set. The converter box is used to tune digital stations, using the "line" input on the TV.
  - C. In fringe reception areas, the small loss of signal strength through the antenna splitter may be undesirable, in which case the splitter in arrangement B can be replaced with an A/B switch, which must also be changed over when switching from analog to digital reception.

**For more information about NAB's DTV transition education campaign, please contact Vinnie Mascarenhas at (202) 429-5358, or via email at [vmascarenhas@nab.org](mailto:vmascarenhas@nab.org).**



An initiative of the National Association of Broadcasters

## Preparing Your City for the Transition to Digital Television



### Town halls

Host town hall events with local elected officials to answer questions about DTV and provide additional information about the transition.



### City government phone systems

Record informational DTV messages for callers placed on hold.



### Sporting events

Play PSAs and make DTV announcements over the public address systems at stadiums and arenas.



### Community events and expos

Sponsor DTV information tables at fairs, conferences and expos around the city.



### Government paystubs

Print DTV announcements and helpful contact information on government paystubs.



### Closed-circuit televisions

Play PSAs and other DTV informational videos on closed-circuit television loops at the DMV, department of corrections, library, city hall, courthouse and other city service buildings.



### Collateral distribution

Provide DTV collateral materials to senior centers, libraries and other city government buildings for public distribution.



### Media outreach

Have high-ranking city officials submit columns to local newspapers outlining the steps residents must take to maintain their television service.



### City Web site

Create a DTV information portal on the city's Web site.

### Helpful Resources

#### Speakers and Speeches

City officials interested in having a DTV transition speaker address area residents may contact the DTV Speakers Bureau at [dtvspeak@crosbyvolmer.com](mailto:dtvspeak@crosbyvolmer.com) or 877-MY-DTV-09.

Sample DTV speeches are also available for download at [dtvanswers.com/toolkit](http://dtvanswers.com/toolkit).

#### PSAs and Informational Videos

Copies of PSAs and other DTV informational videos are available by contacting Mike DiSerio ([mdiserio@nab.org](mailto:mdiserio@nab.org)) with the National Association of Broadcasters (NAB).

#### Collateral and E-Content

Sample collateral pieces and other electronic materials including resource guides, flyers, brochures, Q&As and banner ads are available for download at [dtvanswers.com/toolkit](http://dtvanswers.com/toolkit).

Officials can also obtain boxes of 600 brochures by contacting Abbi Stuaan ([astuaan@nab.org](mailto:astuaan@nab.org)) with NAB.

## DTV Transition: How to Answer Viewer Calls

The National Association of Broadcasters (NAB) produced this guide to help stations answer viewer calls about the DTV transition on or after February 18, 2009. The questions below made up roughly 95 percent of all viewer calls after the early transition to digital in Wilmington, N.C., in September 2008. Callers with more complex questions, or those seeking help setting up their converter box, should be referred to station engineers or other station staff familiar with technical issues.

### **Q: I'm not getting television reception anymore. What happened?**

Federal law required all full-power television stations to switch to all-digital broadcasting by February 17, 2009. Since our station is full-power, we are now broadcasting only in the digital format. All viewers who watch television using antennas – either rooftop antennas or indoor antennas like “rabbit ears” – had to upgrade. You can restore reception by purchasing either a converter box or new digital TV set, or by subscribing to cable or satellite. Converter boxes are available at local consumer electronics retailers.

### **Q: I have a converter box, but I'm not getting any television reception or have lost some channels I was receiving before. What happened?**

Try re-scanning your converter box. Some television stations switched channels since you first scanned, and you should re-scan your converter box to make sure you're getting all the digital TV signals out there. You may also need to adjust your antenna or even get a new antenna (*see answer below*).

### **Q: I have a digital TV set, but I'm not getting any television reception or have lost some channels I was receiving before. What happened?**

First, check your owner's manual to make sure your TV set really is a digital TV set by seeing if it has an “ATSC” digital tuner in it. If your set does have an ATSC tuner, when you scroll through you should see channels with a number plus a dash or a period. For example, channel 4 would become channel 4.1 or 4-1. If you see periods or dashes, your TV set has an ATSC tuner and is digital, in which case you should try re-scanning for channels. You may also need to adjust your antenna or even get a new antenna (*see answer below*). However, if your TV only has an NTSC tuner, that means your TV set is not a digital TV set and you will need a converter box. Remember, not all flat screen television sets are digital – some of the older flat screen sets only have NTSC tuners.

### **Q: I have a converter box or digital TV set and have tried rescanning for channels, but I can't receive one or more channels, including yours, or the picture breaks up or is pixilated on some or all stations. What do I do?**

*[NOTE: If your station's signal contour has changed and your digital signal covers a smaller area than your analog signal, your station may receive lots of these questions. Additionally, if your station switched bands from VHF to UHF or vice versa, you need to make sure your viewers have the right VHF, UHF or combination VHF/UHF antenna for the stations in your area.]*

You should first try adjusting the position of your antenna and the direction it is pointing, and re-scan each time you adjust. Also make sure your antenna is a VHF/UHF antenna, as some “rabbit ears” indoor antennas, or older rooftop antennas can only pick up VHF channels (channels 2-13).

If you use an indoor antenna and live far away from our station or in an area where reception is difficult, you may need to purchase an outdoor antenna and mount it as high as possible, preferably on the rooftop. The general rule with antennas is that the higher it is positioned, the greater the chance of receiving good signals. If you have an existing outdoor antenna installed some time ago and it is not receiving the DTV stations satisfactorily, you may

# DTV Transition: How to Answer Viewer Calls

need to reposition it or upgrade to a newer model of the right sort for your location. You will need advice from an antenna installer on these items.

Get advice on the right sort of outdoor antenna by visiting [www.antennaweb.org](http://www.antennaweb.org) or by contacting a local antenna installer [NOTE: Have name or recommended installers available.]

## Q: I have a satellite subscription, but I'm not getting local channels any more. What happened?

[NOTE: This answer depends on whether the satellite system offers local programming on satellite in your market and the viewer is subscribed to that service, in which case, nothing should have changed. Viewers who subscribe to satellite services, but use antennas to watch local programming, need to upgrade.]

If you pay for local channels in your satellite subscription and you have a problem with reception then you should contact your satellite provider. But if you do not pay for local channels and watch local TV stations with an antenna, you need to upgrade with a converter box or new TV set.

## Q: I'm having trouble installing my converter box. What can I do?

First, check the owner's manual to make sure you're doing everything right. Make sure you have re-scanned for new channels, as many stations have moved around. Then try adjusting your antenna (see answer above). If you still have trouble with your converter box, we have 1-800 numbers for the top manufacturers, as well as Radio Shack, which may be able to help. [NOTE: See below for numbers.]

## Q: I'm still waiting for my coupons to arrive. What should I do?

Visit [DTV2009.gov](http://DTV2009.gov) or call 1-888-DTV-2009 to check on the status of your coupon. In some cases, coupons can take several weeks to arrive. If you don't want to wait, you can check to see if any friends or family members have extra coupons that you can use. Or you can buy a new TV set or a converter box without the coupon.

## Q: How can I get in touch with converter box manufacturers?

Most manufacturers have toll-free support lines, which can be found in the owner's manual that came with your converter box or TV set. Below is a list of toll-free technical support phone numbers for converter boxes that are selling at top retailers.

### Best Buy

Model – Insignia NS-DXA1-APJ \$59.99

Technical Support: 1-877-467-4289

Model – APEX DT-250 \$59.99

Technical Support: 1-866-427-3946

### Circuit City

Model – Zenith DTT901

Technical Support: 1-877-9-ZENITH (936484)

### Kmart

Model – Zenith DTT901

Technical Support: 1-877-9-ZENITH (936484)

### RadioShack

Model – Digital Stream DTX9950 \$59.99

Technical Support: 1-866-706-4367

Model – Zenith DTT901 (price not displayed)

Technical Support: 1-877-9-ZENITH (936484)

### Sears

Model – DTV Pal

Technical Support: 1-888-667-0633

Model – Magnavox E175216

Technical Support: 1-800-605-8610

### Target

Model – GE Smart Digital Converter Box \$60

Technical Support: 1-800-654-8483

Model – Sansonic FT-300A

Technical Support: 1-626-433-1333

### Wal-Mart

Model – Magnavox TB100MW9 \$49.87

Technical Support: 1-800-605-8610



An initiative of the National Association of Broadcasters.





# Broadcasters: Preparing America for the DTV transition

Broadcasters are leading the way to educate consumers about the digital television (DTV) transition. Broadcast networks and television stations nationwide are participating in a massive, multifaceted campaign that includes a rich variety of on-air, online and grassroots educational initiatives. This robust campaign is valued at more than \$1 billion and estimated to garner more than 132 billion impressions before the transition date. Led by the National Association of Broadcasters (NAB), the DTV consumer education campaign includes:

## “DTV Action” Television Spots

A robust series of DTV educational television spots is airing on television stations nationwide. The spots are available in English, Spanish and a variety of Asian languages and are closed captioned.

## TV Station Tools

NAB has created a full graphics package for stations to help communicate the DTV transition in newscasts and spots. The package includes video of converter box installations, graphics of DTV equipment and interviews with several federal officials.

## DTV Speakers Bureau

The nation’s largest speakers bureau about the DTV transition is on target to reach 8,000 audiences by February 17, 2009. Broadcasters in all 50 states are participating in a series of DTV education speaking engagements at local community venues nationwide.

## DTV Road Show

Two trucks designed to resemble giant analog television sets have been crisscrossing the nation since fall 2007 to help educate consumers about the DTV transition. These “DTV Trekkers” will travel 95,000 miles to more than 600 locations in 200 markets before the transition is completed.

## Spanish Town Hall Meetings

NAB has partnered with Univision to produce a series of Spanish town hall meetings that are held and broadcast in some of the nation’s largest Spanish-language markets.

## Esperanza Church Initiative

NAB has partnered with Esperanza, America’s largest Hispanic faith-based non-profit, which is distributing DTV transition materials to more than 10,000 Hispanic churches nationwide.

## National Black Church Initiative

In late 2007, NAB launched a partnership with the National Black Church Initiative (NBCI) to help those most affected by the DTV transition learn what they need to do to prepare for the switch to digital television. Churches across more than 40 cities will receive DTV educational literature and converter box coupon applications.

## DTV Toolkits for Elected Officials

NAB has distributed DTV toolkits to more than 10,000 elected officials nationwide with information on how to help their constituents make the upgrade to digital television.

## Half-Hour DTV Educational Program

An engaging 30-minute program to help consumers learn everything they need to know to prepare for the DTV transition is airing on stations in every market in America. Available in both English and Spanish, the program features interviews with Federal Communications Commission (FCC) Chairman Kevin J. Martin, Commerce Secretary Carlos M. Gutierrez and several others.

## Research

NAB has invested heavily in DTV research from studying consumer education plans of nations that have already gone digital to commissioning survey research and focus groups, to help design effective communications strategies and measure consumer awareness of the transition.

**DTVAnswers.com**

An initiative of the National Association of Broadcasters

# February 17, 2009

## DTVAnswers.com Web site

NAB maintains the most comprehensive, consumer-friendly Web site on all aspects of the DTV transition. Consumers can find information on upgrading to digital television, the DTV converter box and coupon program and the options available for a successful switch. Site visitors can download flyers and fact sheets about the transition and coupon program, and watch NAB's DTV Action educational videos.

## LPTVAnswers.com Web site

For consumers wishing to continue watching their local low-power TV (LPTV) stations after the transition, LPTVAnswers.com provides information and resources on the low-power issue. The site includes a searchable database to locate LPTV stations in a given zip code, a list of government-certified analog pass-through converter boxes and a downloadable low-power issue guide.

## Congressional DTV Staff Briefings

NAB has hosted a number of congressional staff briefings on the DTV transition, which provided useful information to help staff educate their constituents about the switch. They also gave staff the opportunity to learn how the transition will impact communities across America. Briefings included analog and digital TV displays and converter box demonstrations, as well as various consumer awareness materials for distribution.

## Congressional DTV Webcasts

NAB regularly hosts live webcasts on the DTV transition for congressional district staff. Staff are given useful information on how to educate constituents about the switch and briefed about the consumer education and outreach initiatives underway by broadcasters. NAB will be conducting additional webcasts, including an effort focused on a Spanish-language audience.

## DTV Transition Coalition

The DTV Transition Coalition was founded by NAB, the Association of Public Television Stations (APTS), Maximum Service Television (MSTV), Consumer Electronics Association (CEA), Consumer Electronics Retailers Coalition (CERC), National Cable and Telecommunications Association (NCTA), Leadership Conference on Civil Rights (LCCR) and LG Electronics. With more than 240 members, the coalition's mission is to ensure no consumer is left behind due to a lack of information about the transition.

## Radio Spots

NAB has produced and distributed DTV radio spots in 60-, 30- and 15- second versions in English and Spanish, as well as sample scripts for stations wanting to produce their own spots. These spots have been distributed to NAB member radio stations across the country.

## Other Marketing Initiatives

Through partnerships with PumpTop TV and CBS Outernet, NAB's DTV Action spots are airing on television screens at grocery stores, on airplanes, at gas stations and in auto and medical service waiting rooms across the country. These initiatives are aimed at educating viewers about the transition while they are outside the home.

## Earned Media

With news coverage key to raising consumer awareness, NAB consistently generates widespread coverage of the DTV transition in print, online and broadcast media. NAB maintains regular contact with thousands of local and national journalists to keep them abreast of the latest news and to ensure accurate reporting about the DTV transition.



# DTVAnswers.com

An initiative of the National Association of Broadcasters

# How Do I Get A TV Converter Box Coupon?

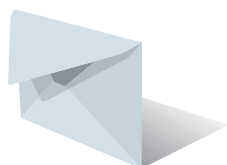


After February 17, 2009, all full-power television stations will broadcast only in digital. If you use “rabbit ears” or a rooftop antenna with your analog television, you must take action to continue receiving television broadcasts. The Federal Government is offering U.S. households up to two \$40 coupons to help with the cost of certified TV converter boxes. A converter box is a one-time purchase that will allow your analog TV to work after February 17, 2009 to continue receiving television broadcasts. Certified TV converter boxes are expected to cost between \$40 and \$70. Coupons are free, but supply is limited. Coupons will be mailed to you by the Federal Government.

Applications will be accepted from January 1, 2008 until March 31, 2009. You can apply for your converter box coupons by:



<b>Phone:</b>	1-888-DTV-2009 (1-888-388-2009)
<b>Online Form:</b>	<a href="http://www.DTV2009.gov">www.DTV2009.gov</a>
<b>Mail:</b>	PO Box 2000, Portland, OR 97208
<b>Fax:</b>	1-877-DTV-4ME2 (1-877-388-4632)
<b>Deaf or Hard of Hearing Callers:</b>	1-877-530-2634 (TTY)



With your coupon(s) you will also receive:

- Instructions for using a coupon
- List of coupon eligible certified TV converter boxes
- List of retailers where you can use the coupon to buy a certified TV converter box
- Frequently asked questions about using the coupon

Coupons expire after 90 days and cannot be reissued so review your information packet as soon as you receive it.



Your coupon will look and work like a plastic gift card. Coupons can be used at participating retailers listed in your information packet.







# The switch to digital television (DTV) is coming.

*Get ready for dramatically better television.*

**By law, full-power television stations nationwide must switch to all-digital broadcasting by February 17, 2009.\***

If all of your TV sets are connected to cable, satellite or other pay television service, you should not be affected and will continue to receive programming after the transition. But if you use an antenna to watch TV on any sets with built-in analog (NTSC) tuners that are not connected to a pay TV service, those sets will need to be upgraded to continue receiving television signals after the switch.

\*Low-power and Class A TV stations are exempt.



**DTVAnswers.com**

## What is Digital Television (DTV)?

Digital television (DTV) is an innovative type of over-the-air broadcasting technology that enables TV stations to provide dramatically clearer pictures, better sound quality and more programming choices than ever before.

DTV technology allows stations to provide multiple channels of programming, called multicasting, and makes high definition (HD) broadcasting possible for viewers with HD sets. It can also be used to deliver future interactive video and data services such as significantly enhanced closed captioning.

## Why the switch?

The Deficit Reduction Act of 2005 passed by Congress requires all full-power television stations to turn off their analog signals on February 17, 2009, and broadcast only in digital.

## What are the benefits of DTV?

**DTV is more efficient than the** traditional way of broadcasting known as analog, and it frees up the airwaves for a variety of new services. By upgrading your sets to DTV now, you can get crystal-clear pictures and sound, more channels and even free, over-the-air high definition television (HDTV) if you have an HD television set.

## Who will be affected?

**Consumers who watch free television** using antennas on television sets that have analog tuners – and who don't subscribe to cable, satellite or other pay TV service – will be affected by the transition.

**At least 19.6 million households receive** free broadcast television signals exclusively in their homes. About 70 million television sets are at risk of losing their television signals after February 17, 2009, if consumers do not take steps to upgrade those sets.

## 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 receiving free television reception. The boxes cost between \$40 and \$70 and can be purchased online, by telephone or at electronics retailers nationwide. The federal government is providing households up to two \$40 coupons toward the purchase of these boxes. *(See reverse for details)*

*(continued on back)*

**2. Digital TV set:** Purchase a new TV set that has a built-in digital, or Advanced Television Systems Committee (ATSC), tuner. All TVs with a digital tuner can receive digital signals broadcast by television stations, so you can continue to receive free programming with no monthly fees.

**3. Pay TV Service:** Subscribe to cable, satellite or other pay TV service provider to continue using your analog TV set, but make sure that provider carries all the local stations you want.

### What is a DTV converter box?

A **DTV converter box** is an electronic device that hooks up to your analog television set and antenna. The box converts the digital television signal into analog, making it viewable on your analog TV set. Converter boxes 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 offset the cost of upgrading to digital. Each household may apply for up to two \$40 coupons, which must be redeemed within

90 days. To apply for a coupon, call 1 (888) DTV-2009 or 1 (877) 530-2634 (TTY), visit [www.DTV2009.gov](http://www.DTV2009.gov) or mail completed applications to P.O. Box 2000, Portland, OR 97208.

### Can I keep my analog TV set?

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

**1. Purchase a DTV converter box**, which will convert the new digital signal into the analog format for analog TV sets.

**2. Subscribe to cable, satellite or other pay TV service** 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, review your owner's manual or examine the set to see if it has a built-in digital (ATSC) tuner. You can also visit the manufacturer's Web site and find out the

capabilities of the set using the 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?

**If you currently get good reception** using an indoor or rooftop antenna to receive over-the-air analog broadcast television signals, the same antenna may also give you good DTV reception. However, as part of the digital transition, some TV stations will move to a different frequency band, so you should make sure your antenna covers both the UHF and VHF frequency bands.

To determine your antenna needs, visit [www.antennaweb.org](http://www.antennaweb.org).

**DTVAnswers.com**

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.





# Viene el cambio a la televisión digital (DTV)

*Prepárese para una televisión dramáticamente mejor.*

**Según la ley, las estaciones televisivas de alta potencia en los Estados Unidos tienen que cambiar su sistema de difusión del analógico al digital a partir del 17 de febrero del 2009.\* Los televisores conectados a cable o a satélite no se verán afectados y continuarán recibiendo la programación después de esa fecha. Pero, los televisores analógicos que reciban su señal por un sintonizador analógico (NTSC) y que no están conectados a un servicio televisivo pagado necesitarán una caja convertidora DTV para continuar recibiendo su señal televisiva después de la fecha del cambio.**

\*Estaciones de baja potencia y tipo A están exentas.



**DTVAnswers.com**

## ¿Qué es la Televisión Digital (DTV, por sus siglas en inglés)?

La Televisión Digital (DTV) es una nueva forma e innovadora tecnológica de difusión “por aire” que permite que estaciones TV provean una imagen más clara, mejor sonido y más opciones de programación gratis.

La tecnología DTV hace posible que las estaciones televisivas permitan canales múltiples de programación, llamado “multicasting,” y provean la transmisión de alta definición gratuita para aquellos que tengan televisores de alta definición. También provee capacidades interactivas y servicios de datos tales como una notable mejora en la calidad de subtítulos ocultos.

## ¿Por qué el cambio?

**Por mandato de Congreso** – La Ley de la Reducción del Déficit de 2005 – las estaciones locales de alta potencia tendrán que apagar sus canales locales el 17 de Febrero del 2009, y continuar transmitiendo exclusivamente en formato digital.

## ¿Cuáles son las ventajas de DTV?

**DTV es una manera más eficiente de transmitir,** y liberará el espacio por las ondas radiales para una variedad de servicios nuevos. DTV también provee una imagen y sonidos dramáticamente mejores, más canales y hasta alta definición “por aire” gratis para aquellos que tengan televisores de alta definición.

## ¿Quién se verá afectado?

Los que se verán afectados por este cambio son los consumidores que reciben señales gratis a través de antenas en televisores equipados con sintonizadores analógicos – y que no se han suscrito a servicios de cable, satélite, u otro servicio pagado.

Por lo menos 19.6 millones de hogares reciben exclusivamente las señales a través del aire en sus casas, y aproximadamente 70 millones de televisores están a riesgo de perder sus señales de estaciones televisivas de alta potencia después del 17 de Febrero del 2009, si los dueños de los mismos televidentes no hacen los pasos necesarios para la modernización.

## ¿Cómo me puedo modernizar a DTV?

**Usted puede modernizarse a DTV siguiendo uno de los siguientes tres opciones antes del 17 de Febrero del 2009:**

**1. Caja convertidora DTV:** Comprar una caja convertidora DTV que pueda enchufar en su televisor analógico. Una caja convertidora le permitirá seguir recibiendo su transmisión gratuita, y las cajas que cuesten entre \$40 y \$70 ya estén disponibles a comprar por Internet, por teléfono o a tiendas electrónicas por los E.E.U.U. El gobierno federal está proporcionando unos cupones de \$40 que podrá usar para la compra de estas cajas.

*(continuar en la página trasera)*



**2. Una televisión digital:** Comprar una nueva televisión con tecnología digital o un sintonizador del ATSC. Todos los televisores con sintonizadores digitales pueden recibir la señal digital por estaciones televisivas, por lo que no va a tener que pagar para ver su transmisión gratuita mensualmente.

**3. Servicios Pagados:** Suscribirse a cable, satélite o proveedor de servicio telefónico y de esa manera continuar usando su televisor análogo, si todos los canales que usted desea son ofrecidos por ese servicio.

### ¿Qué es una caja convertidora DTV?

Una caja convertidora DTV es un aparato electrónico que se conecta a su televisión análoga y antena y convierte la señal digital en análoga y de esa manera hacer la imagen visible en su televisión. Las cajas cuestan entre \$40 a \$70.

### ¿Cómo puedo obtener un cupón para la caja convertidora DTV?

El gobierno federal para ayudar al costo que implica el cambio a digital está proporcionando cupones para las cajas. Los hogares podrán aplicar hasta por dos cupones de \$40 cada uno,

que debe ser usado antes de 90 días. Para más información o para solicitar cupones llamar al 1 (888) DTV-2009 ó 1 (877) 530-2634 (TTY), visite [www.dtv2009.gov](http://www.dtv2009.gov) o envíe por correo las aplicaciones a PO Box 2000, Portland, Ore. 97208.

### ¿Puedo quedarme con mi televisor análogo?

**Sí. Comprar un televisor digital** no es la única opción que tiene para modernizarse a DTV. Si usted desea continuar usando su televisor análogo, debe considerar una de las siguientes opciones para cambiarse a televisión digital:

1. **Comprar una caja convertidora DTV**, que cambiará la nueva señal digital al formato análogo para televisores análogos.
2. **Suscribirse a cable, satélite o proveedor de servicio telefónico** para recibir señal digital.

### ¿Cómo sé si tengo un televisor analógico o digital?

Para determinar si su televisor puede recibir las señales de difusión digital a través del aire, consulte su manual del usuario o busque en el propio televisor alguna indicación de que tiene incorporado un sintonizador del Advanced

Television Systems Committee (ATSC). También puede visitar al sitio Web del fabricante y averiguar las capacidades del televisor por el número del modelo del fabricante.

### ¿Es HDTV lo mismo que DTV?

**No. DTV es televisión digital. HDTV es televisión de alta definición. HDTV es la calidad más alta de DTV** pero es solamente uno de varios formatos. Consumidores que tengan televisores de alta definición podrán recibir la señal de manera gratuita usando una antena.

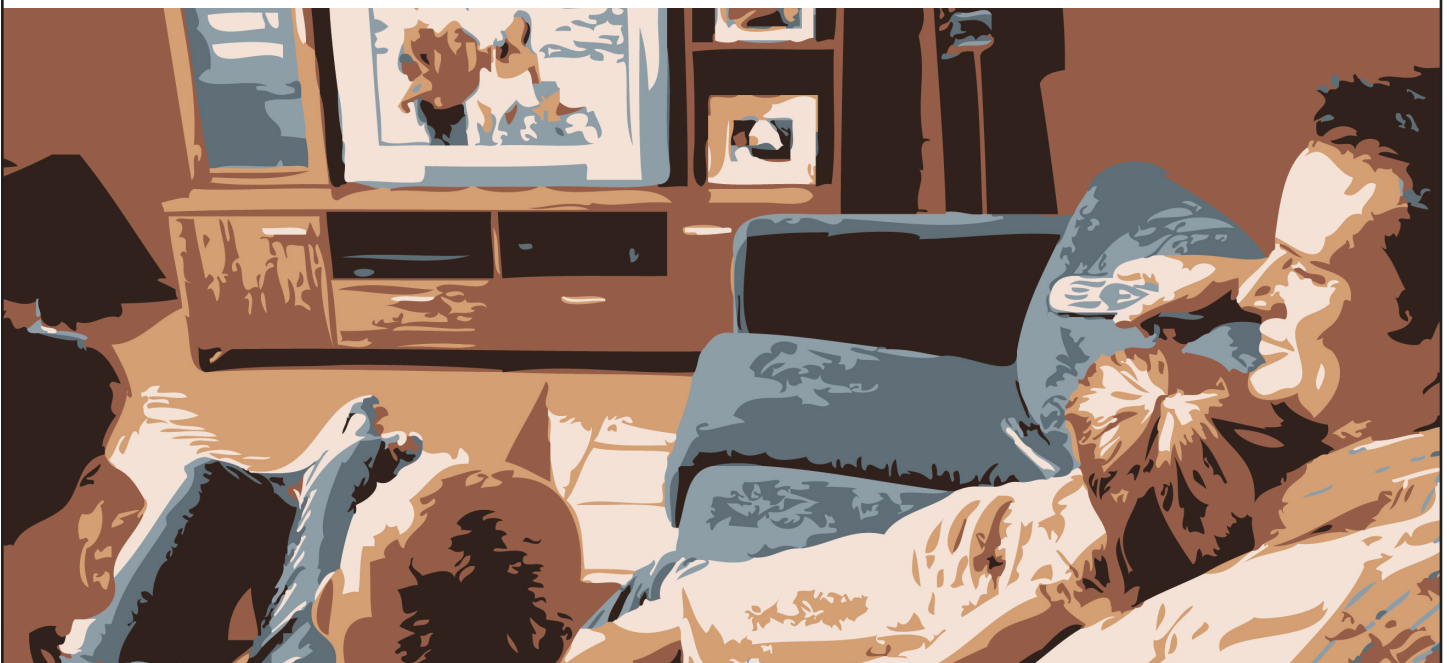
### ¿Necesitaré una antena especial para recibir DTV a través del aire?

La recepción confiable de DTV necesitará el mismo tipo de antena que le permite obtener una buena señal con su actual televisor análogo en su casa. Como parte de la transición a digital, algunas estaciones TV se moverán a una banda diferente de frecuencia, entonces usted debe hacer cierto que su antena cubre ambas bandas de frecuencia UHF e VHF.

Para determinar cual antena usted necesita, visite [www.antenaweb.org](http://www.antenaweb.org).

**DTVAnswers.com**

Una iniciativa de la National Association of Broadcasters, que representa más de 8.300 estaciones locales y gratis del radio y la televisión y las redes de difusión a través del país.





**On February 17, 2009**  
**Television will go all digital,**  
**all the time**

# Are you ready?



## What is the Digital Television Transition?

By law, full-power American television stations will end all analog broadcasts\* on February 17, 2009 and begin broadcasting exclusively in a digital format. Television sets connected to cable, satellite or a telephone company video service provider should not be affected, and will continue to receive programming from full-power broadcast TV stations after that date. But TV sets that receive their signal from an antenna and are not connected to cable or satellite, or do not have a built-in digital tuner, will need a converter box to continue receiving and displaying broadcast television after the transition occurs.



## Why is America Switching to Digital Television (DTV)?

Digital is a more efficient way to broadcast, and it will free up the airwaves for other services, including public safety. DTV also provides clearer pictures, more channels, and even free over-the-air high-definition television (HDTV) for consumers with HD television sets.



## How do Consumers Switch to DTV?

Preparing for the DTV transition requires one of three steps by February 17, 2009:

- **DTV Converter Box:** Consumers can purchase a DTV converter box that enables continued over-the-air (OTA) reception of full-power broadcast TV stations on an analog TV set. The federal government is offering households up to two \$40 coupons to go toward the purchase of these boxes. A limited number of coupons will be made available and the coupons will expire after 90 days. Coupons can be ordered by calling 1-888-DTV-2009, or by visiting [www.DTV2009.gov](http://www.DTV2009.gov).
- **Digital TV Set:** Consumers may already own or can purchase a new television set with a built-in digital tuner. All TVs with a digital (ATSC) tuner are able to receive digital signals broadcast over-the-air by television stations.
- **Subscribe to a video service provider:** Households may subscribe to a cable, satellite or telephone company video service provider to continue using their analog TV sets without any need for an over-the-air converter box for those sets that are hooked up.

\* Low-power TV stations may remain in analog after Feb. 17, 2009. Watching analog programming may then require specific equipment. Learn more at [dtvtransition.org/lowpower](http://dtvtransition.org/lowpower) or call 1-800-CALL-FCC.

**For more information, visit:**  
**[www.dtvtransition.org](http://www.dtvtransition.org)**

*The DTV Transition Coalition is a group of public and private organizations and consumer/community groups that are working together to assure a successful transition to digital television. The mission of the DTV Transition Coalition is to ensure that no consumer loses free over-the-air television reception in February 2009 due to a lack of information about the DTV transition.*





**El 17 de febrero de 2009,  
la televisión cambiará a  
digital – para siempre.**

## **¿Está listo?**

### **¿Qué es la Transición a Televisión Digital?**

Por ley, las estaciones de televisión americanas de alta potencia terminarán de transmitir todas sus señales en forma análoga\* el 17 de Febrero del 2009 y comenzarán a transmitir exclusivamente en formato digital. Los televisores que estén conectados a cable, satélite o a una compañía telefónica no serán afectados y continuarán recibiendo su programación televisiva de las señales de alta potencia después de esa fecha. Pero los televisores que reciban su señal de una antena colocada al techo y no estén conectados a cable, satélite, o que no tengan un sintonizador digital previamente insertado en su televisor, necesitarán una caja convertidora para continuar recibiendo y visualizando la transmisión luego que ocurra la transición.



### **¿Por qué América Se Está Cambiando a Televisión Digital (DTV)?**

Digital es una manera más eficiente de transmitir y liberará las ondas radiales para otros servicios, incluyendo la seguridad pública. DTV también provee imágenes más claras, más canales y hasta televisión de definición superior gratuita "por aire" para consumidores con televisores de definición superior (HDTV).

\* Algunas estaciones de TV de baja Potencia puede que continúen transmitiendo en forma análoga luego del 17 de Febrero del 2009. Es posible que necesites equipos específicos para programación análoga. Infórmese más en [dtvtransition.org/lowpower](http://dtvtransition.org/lowpower) o llame al 1-800-CALL-FCC.

### **¿Cómo Se Pueden Cambiar a Televisión Digital (DTV) Los Consumidores?**

Preparando para la Transición a DTV requiere alguna de estas tres opciones antes del 17 de Febrero del 2009:

- **Caja Convertidora DTV:** Los consumidores pueden comprar una caja convertidora que les permitirá continuar recibiendo transmisión de estaciones televisivas de alta potencia en un televisor análogo. El Gobierno Federal le está ofreciendo a hogares hasta dos cupones de \$40 para la compra de estas cajas. Un número limitado de cupones se hará disponibles y los cupones expirarán después de 90 días. Se puede pedir los cupones por llamar al 1-888-DTV-2009 o visitar [www.DTV2009.gov](http://www.DTV2009.gov).
- **Televisor Digital:** Los consumidores pueden tener o adquirir un televisor con un receptor digital previamente insertado. Todos los televisores (ATSC) con un receptor digital son capaces de recibir señales digitales "por aire" de las estaciones de televisión.
- **Suscribirse a un proveedor telefónico:** Los televidentes pueden suscribirse a cable, satélite o a una compañía telefónica para continuar utilizando su televisor digital sin la necesidad de adquirir una caja convertidora para esos aparatos que ya estén conectados.

**Para más información, visite:  
[www.dtvtransition.org](http://www.dtvtransition.org)**

*La DTV Transition Coalition es un grupo de organizaciones públicas y privadas y grupos de consumidores y comunidad que están trabajando en colaboración para asegurar una transición exitosa a televisión digital. La misión de la DTV Transition Coalition es asegurarse que ningún consumidor pierda la transmisión de señal "por aire" gratuita en febrero del 2009 debido a falta de información a cerca de la transición digital.*