



DTVAnswers.com

An initiative of the National Association of Broadcasters

America's broadcasting industry is on the heels of an exciting revolution as it transitions from analog to digital television technology. Since the late 1990s, broadcast stations have been preparing for the transition from analog to digital television (DTV) scheduled for June 12, 2009, as set by Congress.

But as the transition draws near, are you ready?

Find out at: www.DTVAnswers.com



Get ready for the switch to digital television (DTV)

By law, full-power television stations nationwide must end their analog broadcasts and begin broadcasting exclusively in a digital format by June 12, 2009.* Television sets connected to cable, satellite or other pay TV service provider should not be affected, and will continue to receive broadcast programming after that date. But TV sets that are not connected to a pay television service, or do not have a built-in digital tuner, will not receive a television signal after the switch is completed.

Why is America Switching to DTV?

DTV is a more efficient way to broadcast, and it frees 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 allows stations to offer more services than ever before with free, broadcast television.

How Do I Upgrade To DTV?

You can upgrade to DTV by choosing one of the following three options by June 12, 2009:

- **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 are available for purchase at retailers nationwide. The federal government is providing \$40 coupons that you may use toward the purchase of these boxes. For more information or to request a coupon, call 1 (888) DTV-2009 or 1 (877) 530-2634 (TTY), or visit www.DTV2009.gov.
- **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 digital tuners are able to receive digital signals broadcast by television stations, so you can continue to receive your free programming with no monthly fees after the transition.
- **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.

With more than 34 million households receiving over-the-air television signals in their homes, our goal is to educate all Americans about the switch to DTV.

For more information on the DTV transition, please visit: www.dtvanswers.com.

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*Some stations will switch prior to this date. Low-power and Class A TV stations are exempt.