



**D**TVAnswers.com

An initiative of the National Association of Broadcasters

America's broadcasting industry is in the midst of an exciting revolution as it transitions from analog to digital television technology. Since the late 1990s, television broadcasters have been preparing for the transition from analog to digital television (DTV) scheduled for February 17, 2009, as set by Congress. *But as the transition draws near, are you ready?*

Find out at: [www.dtvanswers.com](http://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 after February 17, 2009. Television sets connected to cable, satellite or a telephone company service provider will not be affected, and will continue to receive broadcast programming after that date. But TV sets that are not connected to a paid television service, or do not have a built-in digital tuner, will not receive a television signal after the date of the switch.\*

## Why is America Switching to DTV?

DTV is a more efficient way to broadcast and 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.

## How Do I Upgrade to DTV?

You can upgrade to DTV by following one of three steps by February 17, 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, and the boxes, which are expected to cost between \$40 and

\$70, are now available for purchase. The federal government is providing each household two \$40 coupons 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](http://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.
- **Paid service:** Subscribe to cable, satellite or a telephone company service provider to continue using your analog TV set, if that service carries all desired local broadcast stations.

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](http://www.dtvanswers.com).

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