

Table of Contents

Page 1 - What is DTV?

Page 2 - Why the switch?

Page 3 - Who's affected?

Page 4 - What YOU need to do

Page 6 - Converter box details

Page 7 - Choosing an antenna

What is DTV?

Digital television (DTV) is an innovative new type of over-the-air broadcasting technology that enables TV stations to provide dramatically clearer pictures and better sound quality.

DTV is more efficient and more flexible than the traditional broadcast technology known as analog. For example, DTV makes it possible for stations to broadcast multiple channels of free programming simultaneously (called multicasting), instead of broadcasting only one channel at a time. DTV technology can also be used to provide future interactive video and data services that are not possible with analog technology.

What is analog television?

Analog television service is the traditional method of transmitting television signals. Analog transmission has been the standard broadcast technology since the inception of television. Analog is not as efficient as digital television: it uses up much more of the valuable spectrum than digital, and TV stations can only transmit one channel of programming with an analog signal versus up to four or more programs with a digital signal in the same amount of spectrum. Analog is also susceptible to interference and "snow" that make a picture less clear.

What is the DTV transition?

The DTV transition is the switchover from analog (the traditional method of transmitting television signals) to exclusively digital broadcasting of free television programming. The transition from analog to digital television represents the most significant advancement of television technology since color TV was introduced.

The DTV transition will be completed on February 17, 2009, as set by Congress. Television stations have been preparing for the transition from analog to DTV since the late 1990s, when they began building digital facilities and airing digital channels alongside regular analog broadcasts. Today, 1,624 out of 1,762 full power television stations nationwide offer digital programming.

CIRCLE THE DATE

February 2009						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

February 17, 2009

Why the switch?

DTV is a more flexible and efficient technology than the current analog system. The switch to digital broadcasting will enable television stations to offer dramatically clearer pictures, better sound quality and more programming choices. Under legislation passed by Congress – the Deficit Reduction Act of 2005 – over-the-air broadcast television stations are required to turn off their analog channels on February 17, 2009, and continue broadcasting exclusively in the digital format.

Since digital television is more efficient than analog television, the analog turn-off will also free up parts of the airwaves to provide wireless spectrum for future innovative services by entrepreneurs.

What are the benefits of DTV?

Digital television allows TV stations to offer a number of new and better services. In addition to providing dramatically better pictures and sound quality, DTV also enables TV stations to provide several channels of television programming at once.

\This is known as “multicasting.” DTV can also be used to provide data services (such as significantly enhanced closed captioning) that are not possible with analog technology.

CIRCLE THE DATE

February 2009						
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22	23	24	25	26	27	28
29	30	1	2	3	4	5

February 17, 2009

Who's affected?

Consumers who receive over-the-air 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.

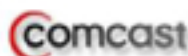
At least 19.6 million households receive over-the-air signals exclusively in their homes, and 14.9 million households have secondary over-the-air television sets in their bedrooms or kitchens. Overall, nearly 70 million television sets are at risk of losing their signals on February 17, 2009, if consumers do not make the easy transition to DTV.

Consumers who receive free, over-the-air broadcasting on analog sets will have three options for continuing their television service:

- Purchase a DTV converter box that will convert the digital signal into analog for an existing television set;
- Purchase a new television set with a built-in digital tuner; or
- Subscribe to cable, satellite or a telephone company television service provider if all desired local broadcast stations are carried by that service.



Satellite, Cable & Telephone Company Service



If I use a satellite dish with a 16x9 or 4x3 television

No action is required!

Satellite providers will allow you to receive digital television signals on your analog television set. No additional equipment will be required.

It is advised you double check with your service provider.

If I use cable with a 16x9 or 4x3 television

No action is required!

Cable providers will allow you to receive digital television signals on your analog television set. No additional equipment will be required.

It is advised you double check with your service provider.



Over the Air Antenna

If I use an antenna (or rabbit ears) with a 16x9 television

Possible action may be required!

If your 16x9 television has a built-in Advanced Television Systems Committee (ATSC) tuner, you need only a VHF/UHF antenna to pick up digital television signals. Check your manufacturer documentation.

Required action: If your 16x9 television does not have this built-in tuner, you will need to take one of the following three steps.

- Purchase a DTV converter box
- Purchase a new television with the built-in ATSC tuner

Can I recycle my TV?

Yes. For more information about how to recycle your television and other electronics, visit <http://www.mygreenelectronics.com>.

- Subscribe to cable, satellite or a telephone company television service provider

If I an antenna (or rabbit ears) with a 4x3 television

Action is required!

Note: Televisions purchased after May of 2007 most likely have digital ATSC tuners, even if they are standard definition 4x3 television sets. If you have one of these digital 4x3 televisions, you should not need to take any action and can use a VHF/UHF antenna to receive digital signals over the air.

If your 4x3 television does not meet the above requirements, you will need to take one of the following three steps.

- Purchase a DTV converter box
- Purchase a new television with the built-in ATSC tuner

Can I recycle my TV?

Yes. For more information about how to recycle your television and other electronics, visit <http://www.mygreenelectronics.com>.

- Subscribe to cable, satellite or a telephone company television service provider

Converter Box Details

A DTV converter box is an easy-to-install electronic device that hooks up to your analog television set and over-the-air antenna and converts the digital television signal into analog, making it viewable on your analog TV. The National Telecommunications and Information Administration (NTIA) will issue up to two converter box coupons valued at \$40 each to households to help defray the cost of the converter box.

When can I obtain a DTV converter box?

DTV converter boxes that transform digital television signals to analog will be available for purchase at electronics retailers in early 2008. These converter boxes will allow consumers to maintain their free, over-the-air television service even on older analog TVs. Beginning early next year, the National Telecommunications and Information Administration (NTIA) will issue up to two converter box coupons valued at \$40 each to households to help defray the cost of the converter box.

Where can I purchase a DTV converter box?

DTV converter boxes that make digital broadcast signals viewable on analog television sets will be available for purchase at electronics retailers in early 2008. Each box is expected to cost between \$50 and \$70. Households will also be able to request up to two \$40 coupons from the National Telecommunications and Information Administration (NTIA) that can be used toward the purchase of converter boxes.

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

The National Telecommunications and Information Administration (NTIA) will issue coupons for DTV converter boxes in early 2008. Households will be able to apply for up to two coupons, which must be redeemed within three months of receipt. The coupons cannot be combined to purchase a single converter box, nor can they be used toward the purchase of other products.

How do I sign up to receive the coupon?

Between Jan. 1, 2008, and March 31, 2009, all U.S. households will be eligible to request up to two coupons, worth \$40 each, to be used toward the purchase of up to two, digital-to-analog converter boxes. For more information about the converter box coupon program, call 1-888-DTV-2009 or visit <http://ntia.doc.gov/dtvcoupon>.

Choosing an Antenna



Do I need a special antenna to receive digital television (DTV) over-the-air?

With a good indoor or outdoor antenna, you 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.

However, after February 17, 2009 some television stations will be moving to a different channel in a different frequency band that may require a different antenna type from the one you may now have. For example, some channels in the "VHF band" (Channels 2-13) may be moving to the "UHF band" (Channels 14-51) and vice versa. Receiving VHF and UHF signals require different antenna types, although some antennas are designed to receive both VHF and UHF signals.

The good news is that there's a Web site that can tell you what antenna you need in any part of the country – just by typing in your address and zip code. For help choosing an antenna in order to receive your free, local broadcast TV channels, visit <http://www.antennaweb.org>.