



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 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?**

www.DTVanswers.com



Preparing Consumers for the Digital Television (DTV) Transition.

By law, all American television stations will switch their broadcasting from analog to digital by February 17, 2009. Television sets connected to cable or satellite will not be affected, and will continue to receive programming after that date. But those television sets not connected to cable or satellite, or without a converter box, will not receive a television signal after the date of the switch.

Why Transition to DTV?

Digital is a more efficient way to broadcast that will free up the airwaves for other uses. DTV also results in clearer pictures, more channels, and even over-the-air high-definition television (HDTV) for consumers with HD television sets.

How do consumers switch to DTV?

Preparing for the DTV transition can be easy and will require one of three steps by February 17, 2009:

- **DTV converter box:** Purchase a DTV converter box that plugs into an existing analog set and allows continued free television reception, which will be available for purchase in early 2008. At that time, the federal government will provide \$40 coupons that can go toward the purchase of these boxes.
- **New television set:** Purchase a new television set with a built in digital tuner.
- **Paid service:** Subscribe to cable, satellite or a telco service provider to continue using analog sets, if all desired local broadcast stations are carried by that service.

With more than 34 million households receiving over-the-air signals in their homes, our goal is to educate the consumer on how easy it is to switch to digital TV.

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