

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 June 12, 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.



TVAnswers.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 June 12, 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 June 12, 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 June 12, 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)

- 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 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 has a built-in digital (ATSC) tuner, search the online database on www.dtvtransition.org using your set's brand name and model. You may also review the owner's manual, examine the set to see if it has a digital

tuner or visit the manufacturer's Web site to 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.



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.

