

Get Ready for Dramatically Better Television

By law, all American television stations must switch their broadcasting from analog to digital by February 17, 2009.



DTVAnswers.com

An Initiative of the
National Association of Broadcasters

What is Digital Television? (DTV)



Digital television or DTV is an innovative new type of over-the-air broadcasting technology that will transform your television viewing experience.

What is Digital Television? (DTV)

DTV enables TV stations to provide crystal clear pictures and CD quality sound.



What is Digital Television? (DTV)

DTV is more efficient and more flexible than the traditional broadcast technology known as analog. DTV makes it



possible for stations to broadcast in high definition or provide multiple channels of 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.

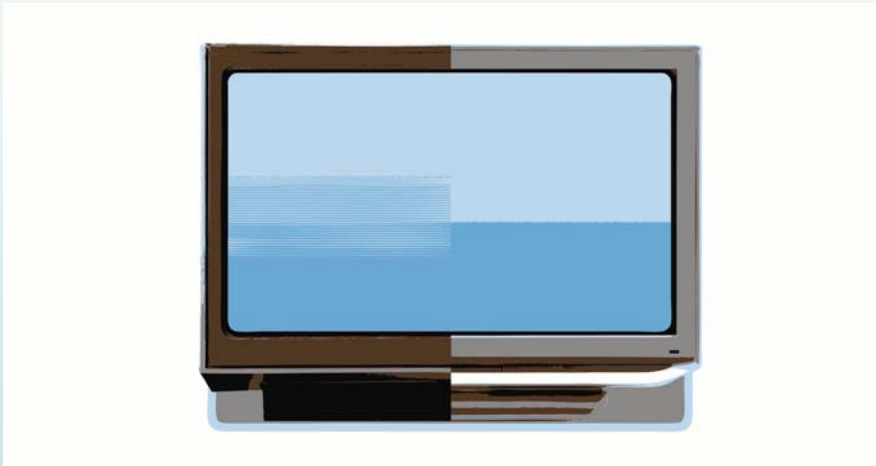
Who will be affected?

Every household in America that receives free 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.

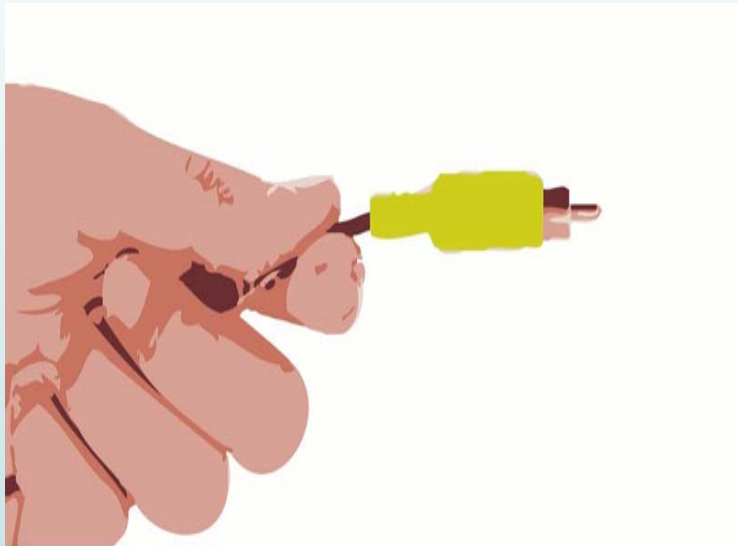
Who will be affected?



Approximately **70 million television sets** are at risk of losing their signals after February 17, 2009, if owners of these sets do not make the easy transition to DTV.

How can I upgrade to DTV?

1. Purchase a DTV converter box that plugs into your existing analog set.
2. Purchase a new television set with a built-in digital tuner.
3. Subscribe to cable, satellite or a telephone company television service provider to continue using your analog TV set, if all desired local broadcast stations are carried by that service.



What is a DTV Converter Box?

- A DTV converter box is an easy-to-install electronic device that hooks up to your analog television set and over-the-air antenna. The box converts the digital television signal into analog making it viewable on your analog TV.
- The boxes are expected to cost between \$50 and \$70, and will be available for purchase in early 2008 at retail stores that sell electronic equipment.

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, valued at \$40 each, which must be redeemed within three months of receipt. For more information about the coupon program, visit www.ntia.doc.gov.

Can I keep my analog TV set?



Yes! Buying a new digital television set isn't the only option you have for navigating the DTV transition.

Can I keep my analog TV set?

If you wish to continue using your analog set, you must consider one of the following options to make the switch to digital television:

1. Purchase a DTV converter box, which will convert the new digital signal into the analog format for older televisions.
2. Subscribe to a cable, satellite or telephone company television service provider to receive the new digital signal on your analog TV set.

How do I know if I have an analog or digital television set?

To check whether your TV set can receive over-the-air digital broadcast signals, take a look at your owner's manual or look on the set for an indication that it has a built-in Advanced Television Systems Committee (ATSC) tuner. You can also go to the manufacturer's Web site and check the capabilities of the set by manufacturer model number.

Will my VCR and DVD players still work?

VCRs, DVD players, camcorders and video games will continue to work, even if they are only analog capable. Such equipment, however, may not provide digital quality picture and sound. Manufacturers are producing a number of different connectors to hook equipment together and improve picture and sound quality. Check with your equipment retailer to determine the types of connectors that will work with your equipment.

Is HDTV the same thing as DTV?

No! HDTV is the highest quality of DTV, but it is only one of several formats. In addition to HDTV, the most common format is Standard Definition Television (SDTV). Consumers who have high definition TV sets may receive free high definition television programming over the air using an antenna.



Will I need a special antenna to receive DTV over-the-air?

In general, dependable reception of DTV will require the same type of signal reception equipment that currently



works to provide good quality reception of analog TV signals. If you currently need a roof-top antenna to receive television, the

same antenna generally will be needed to receive DTV.

Where can I get more information about the DTV Transition?

For more information about the DTV transition, visit www.dtvanswers.com, the official Web site of the National Association of Broadcasters' digital television (DTV) transition campaign.



Where to find more information about the DTV Transition?

DTVAnswers.com



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