



The Digital Television Transition is Coming. Are You Ready for the Switch?

On February 17, 2009, full-power TV stations in the U.S. will stop broadcasting analog signals and begin broadcasting exclusively in digital format. The transition to digital - the most significant industry advancement since color TV - will transform the viewing experience.

Why is America switching to digital television?

Digital is more efficient. Since digital signals use less of the spectrum than analog signals, the transition will free up airwaves for other uses, such as emergency communications among first responders. Digital TV also delivers clearer pictures, more channels, and even over-the-air high-definition broadcasts for consumers with high-definition TV sets.

Who will be affected?

The transition will affect consumers who receive free over-the-air (OTA) television signals through antennas or analog TVs, and who do not subscribe to cable, satellite, or telephone company TV service. Their current analog TV sets will only work until February 17, 2009. After the transition deadline, those analog sets must be connected to a cable, satellite, or other pay service provider, or to a digital television converter box that can change digital signals into a format that analog TVs recognize.

How can consumers prepare?

Consumers with analog TVs not hooked to cable, satellite, or other pay service must take one of the following three actions before February 17, 2009:

- Purchase a digital TV converter box that will change digital signals into a format recognized by analog TV sets. The federal government is offering coupons that you can use towards the purchase of eligible converter boxes.
- Connect your analog TV to a cable, satellite, or telephone company video service.
- Buy a new TV set. By law, all newly manufactured TV sets are equipped with a built-in digital tuner.

Digital Television Converter Box Coupon Program

A digital television converter box is an easy-to-install electronic device that changes digital signals into a format recognized by analog TVs. The box hooks up to your analog TV set and over-the-air antenna.

The government is funding a coupon program through the National Telecommunications and Information Administration (NTIA) to help defray the cost to consumers of updating to digital. Between January 1, 2008, and March 31, 2009, U.S. households may request up to two coupons, worth \$40 each, to be used toward the purchase of up to two eligible converter boxes. **Coupon supplies are limited, so eligible households should apply for coupons as soon as possible.** Coupons are mailed to eligible households and will expire after 90 days. Coupons cannot be combined to purchase a single converter box or for buying other products.

Request coupons in one of four ways:

- Apply online at www.dtv2009.gov
- Call the Coupon Program 24-hour hotline at 1-888-388-2009
- Mail a coupon application to:
P.O. Box 2000
Portland, OR 97208
- Fax a coupon application to 1-877-388-4632

For more information
visit:

www.dtvtransition.org,
www.dtv.gov, or
www.dtv2009.gov.

CEDIA is a member
of the
Digital Television
Transition Coalition.