

Digital Television (DTV) Transition Campaign

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An initiative of the National Association of Broadcasters

DTV Transition

DTV Transition:
February 17, 2009

- All full-power broadcasters must complete transition to digital broadcasting by Feb. 17 2009 at 11:59pm
- Stations must thereafter broadcast exclusively in digital
- Mandated by Congress: Deficit Reduction Act of 2005

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Affect of DTV for viewers

Upside: Better quality TV

- DTV is a more efficient technology, and will free up analog spectrum for other services.
- DTV provides significantly enhanced picture quality, better sound, potentially more programming, and the capability for broadcasting in high definition (HDTV).

Challenge: Many consumers must take action to upgrade

- Any consumers who receive free, over-the-air television programming in their homes could lose reception unless they take one of three steps to upgrade.

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Three ways consumers can upgrade:

1. Purchase a Converter Box
 - Government providing \$40 coupons for certified converter boxes.
 - 1-888-DTV-2009 or www.dtv2009.gov
2. Purchase New Television Set with Digital Tuner
3. Subscribe to Pay TV service: Cable, Satellite, Telephone Video Service (Fios)

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Who's Affected?

- 19.6 Million OTA-only Households (17%)
- 14.7 million HH's with some OTA (16.1%)
- Total OTA HH's: 34.2 million
- Approximately 70 million TV sets

Source of estimates: NAB Research analysis of Spring 2006 Knowledge Networks/SRI Home Technology Monitor survey; 2005-2006 Nielsen U.S. TV Household estimates.

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Who's Affected?

- Disproportionately Affected Groups
 - Seniors
 - Minority Populations
 - Low Income
 - Rural Areas
 - Disabled Persons

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How does this impact property managers?

Master Antenna Systems

- **1962 All Channel Receiver Act** – required manufacturers to put UHF tuners in TV Sets.
- If your master antenna system was installed before 1970, most likely, it is only a VHF antenna
- After February 17, 2009 TV stations are moving their channels – many channels now viewed by tenants in VHF will be in UHF
 - These antennas will not pick up UHF programming

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How does this impact property managers?

Solution:

- A good outdoor UHF/VHF antenna costs between \$100-200 dollars.
- www.antennaweb.org – To find the best outdoor antenna for your geographic location.

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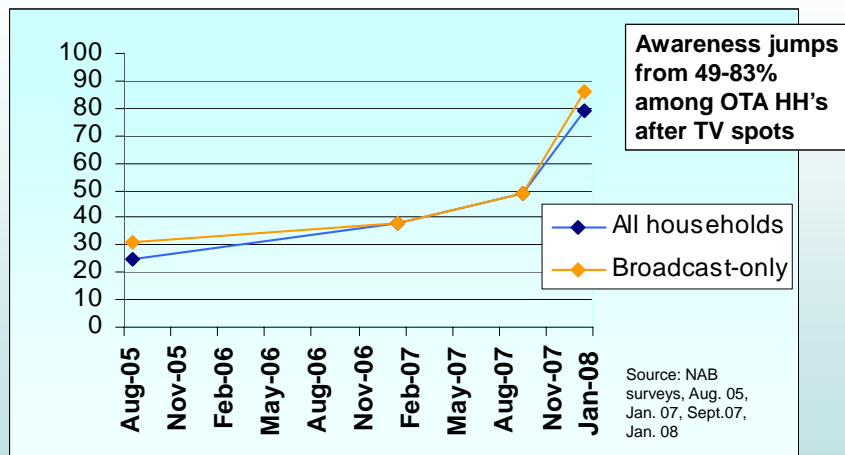
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Broadcasters Taking the Lead on DTV

- 92% of full power TV stations (1609 stations) already broadcasting in digital
- Those not yet broadcasting in digital face specific technical hurdles (e.g., delay on construction of Freedom Tower in New York City)
- Consumer awareness has doubled since a year ago.

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DTV Awareness



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Congress' Role

- DTV Transition Part of 2006 Budget
- \$1.5 billion appropriated to fund converter box coupons.
- NTIA is managing converter box coupon program

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NTIA

Coupon Distribution

- NTIA began taking orders Jan. 1 – started distributing coupons on 2/17/08
- Two weeks to process applications
- With coupons, consumers get list of local retailers, web retailers, and catalogs accepting the coupon
- Coupons expire 90 days after delivery of coupon
- Consumers cannot re-apply for coupons
- Coupons can not be transferred outside of a household.

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Government Actors

NTIA Coupon Stats - As of 4/8/08

- 5.2 million total accepted coupon applications.
- 10 million coupons ordered or \$400 million dollars in coupons ordered.
- Demand for coupons now averaging 70k/day.
- 1100 participating retailers representing 11,448 stores.
- 66 NTIA certified converter boxes
- 7 boxes have analog pass through.
 - Echostar TR-40 has analog pass through and retails at \$39.99.

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Outreach: DTV Transition

DTV Transition Coalition



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Outreach: DTV Transition Coalition

- 222 members, up from eight last year
- Single purpose: Educate consumers on the DTV transition
- Industry, consumer, grassroots organizations
- Monthly meetings at NAB are national “forum” of DTV issues
- Organizations have pledged to distribute DTV materials to their membership



Outreach: DTV Action Spots

DTV Action Spots

- Broadcast stations have pledged over \$1 billion in value to run a national campaign.
- NAB member and non-member stations are participating in this DTV awareness effort.
- To view and download broadcast quality versions of DTV Action Spots visit: www.dtvanswers.com/actionspots



Outreach: Speakers Bureau

DTV Speakers Bureau

- Purpose: To use trained local broadcasters as surrogates in spreading the DTV message to consumers around the nation.
- To schedule a speaker in your city or town visit: www.dtvSpeak.com. *There is no cost to schedule a speaker.*
- Goal: 8,000 speaking engagements

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Outreach: DTV Road Show

Goal:
600
Events
Nationwide



DTV Trekker stop at NBC 4 Fitness Expo in Washington, DC

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Outreach: DTV Road Show

How to find out more about DTV Trekker:

- Roadshow Calendar: To find out where the DTV Trekker is visit: www.dtvroadshow.com
- Event Opportunities: To request the Trekker in your area visit: www.dtvanswers.com/roadshow



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Useful websites:

- www.DTVAnswers.com – NAB's website
- www.DTVTransition.org – DTV Transition Coalition's website
- www.DTV2009.gov – NTIA's converter box coupon website
- www.antennaweb.org – A great website to find the best UHF/VHF outdoor antenna system for your geographic location.



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309 Days Left!

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