

## The Digital Transition: What you need to know

**Q: If I have TSC as my cable provider, do I need to do anything?**

No. TSC has taken care of everything for you.

**Q: What is the digital TV transition?**

A federal government mandate on the nation's 1,759 full-power TV stations, to rely exclusively on a digital format to transmit their signal after Feb. 17, 2009. Stations will be required to turn off their analog transmitters, in use for decades, at 11:59pm on that date. According to the National Association of Broadcasters, if the transition occurred right now, about 69 million analog TV sets would go dark because they are incapable of displaying digital signals.

**Q: What is analog television?**

The traditional method of transmitting TV signals that has been the standard broadcast technology since the inception of television. Analog service is not as efficient as digital television (DTV). It uses up much more valuable spectrum that, once the DTV transition is completed, will be provided to public safety organizations such as fire and police departments.

**Q: Do people with analog TV sets need to replace them with digital TV sets to watch programming, even if they subscribe to a cable service?**

No. The FCC adopted a rule that requires cable operators to provide analog-only homes with an analog version of a digital broadcast signal if the DTV station has demanded cable carriage.

**Q: How do I know if I own a digital television (DTV)?**

What you need to know is whether your TV has a "digital tuner" already built in. If it does, your TV set is already configured to receive and display the new digital over-the-air TV signals. The best way to determine this is to consult your owner's manual or check your manufacturer's web site. You can also check the back of the TV for an input connection labeled "digital input" or "ATSC". If you bought your TV before 1998, it probably doesn't have a digital tuner at all.

**Q: Is there any federal aid?**

Yes. The NTIA is running a \$1.5 billion program to subsidize consumer acquisition of digital-to-analog converter boxes sold at 14,000 retail outlets and on the Internet. Every household is allowed to apply for two \$40 coupons redeemable at the point of sale. Applications are being accepted now through March 31, 2009 and NTIA will begin mailing coupons on Feb. 17th of this year. Call 1-888-DTV-2009 for more details.

**Q: If consumers want to buy new TV's after this transition, do they have to buy HDTV sets?**

No. Major retailers are selling DTV sets that display a picture in standard definition format, which now only cost a few hundred dollars.

**Q: Will a consumer be able to receive over-the-air signals on an analog TV after the transition occurs?**

Not without a converter box.

### TO PREPARE FOR THE DIGITAL TRANSITION

Your TV Tuner Is:	You Get Your Programming From:	You Will Need by Feb. 17, 2009:
Analog	Over-the-air	Digital-to-Analog converter box
Analog	Cable	Nothing
Digital	Over-the-air	Nothing
Digital	Cable	Nothing