

PLASMA TV

**BY LAW, ALL AMERICAN
TV STATIONS WILL SWITCH
THEIR BROADCASTING FROM
ANALOG TO DIGITAL TV (DTV)
BY FEBRUARY 17, 2009.**

Television sets connected to cable or satellite will not be affected, and will continue to receive their normal programming after that date.

TV sets not connected to cable or satellite, sets that are not "digital-ready", or sets without a Digital TV converter box will not receive a TV signal after Feb. 17th 2009.

All TV stations have digital TV signals on the air NOW. You don't need to wait for Feb. 17th 2009 to get this programming.



WHEC-TV ROCHESTER, NY

WWW.NEWS10NBC.COM

Q: Why transition to DTV?

Digital results in clearer pictures, more channels to your set and even over-the-air high-definition television (HDTV) for consumers with HDTV sets. It is also a more efficient way to broadcast, that will free up some of the air-waves for other uses.

Q: How do consumers switch to DTV?

Preparing for the DTV transition can be easy, and will require just one of these three steps by February 17, 2009:

DTV converter box: Purchase a DTV converter box that plugs between your existing analog TV set and you antenna. This will allow continued free television reception. These boxes are available now for purchase. The Federal government will provide you with \$40 coupons that will go toward the purchase of these boxes, which can cost between \$40 and \$60 each.

New TV set: Purchase a new TV set with a DTV tuner. By law, all TV sets now sold in the United States must have this DTV tuner included.

Paid Service: To continue using your analog TV, you may subscribe to cable TV or satellite TV, if the local broadcast stations are carried by that service.

Are you affected by this?

If you receive your TV signals thru antennas on TV sets that have analog tuners (which would likely include any TV set sold to you before January 2007), you must take one of the steps above to continue receiving free, over-the-air TV signals.

If ALL of the TV's in your home are connected to cable TV or satellite systems, and you receive you local TV stations over these systems, you don't need to do anything. You don't need to subscribe to "digital cable" to continue to get programming from your cable company. Even cable-ready TV's that don't use a "cable box" won't require any changes at all.

How do I get a coupon for a DTV converter box?

You can request a DTV converter box coupon by calling **1-(888) 388-2009** (toll free) and answering a few simple questions. You may also submit a request at **www.DTV2009.gov**, the government website for this coupon program.

You will not be asked any personal questions. All you need to provide is your name, residence address, and the number of coupons you would like to receive. You may request 1 or 2 coupons. Each coupon has a face value of \$40. Each coupon entitles you to this discount on each box. You cannot "add up" 2 coupons to equal a higher amount.

Even if you are a cable TV or satellite TV subscriber, you can request and receive up to 2 coupons. You may have several sets in your home, and some may get their signals from over-the-air TV stations. Request a coupon for each of these TV sets.

Do I need a special antenna to receive these DTV signals?

No. The same antenna that gives you good reception for current analog TV signals will work for DTV signals. If you currently need a roof-top antenna to receive TV signals, you will need that same antenna for DTV signals.

Are these DTV converter boxes difficult to connect to my TV?

These boxes are simple to connect between your antenna and your existing TV. It's no more difficult than hooking up a VCR.

The DTV converter boxes need to "learn" where the DTV signals are in each city. When first connected the box will need to "scan channels" to find all the DTV signals in your area. These instructions are included with each DTV converter box.

On February 17th, some TV stations in Rochester will move their DTV signals from one broadcast channel to another. On that date, you will need to "scan channels" again to guarantee receiving all signals. This will be important to remember, to continue receiving programs from News10-NBC .