



## Digital TV Awareness Campaign

Digital Television is a new type of over-the-air broadcasting technology that transmits pictures over the airwaves in data bits like a computer. DTV provides clearer pictures, better sound quality, and more channel programming choices. DTV will allow airwaves to be freed up for public and safety services (police and fire departments, emergency rescue), and advanced wireless services.

February 17, 2009 at 11:59 p.m. is the official switchover date from analog programming to DTV format.

Those who pay for TV services such as cable, satellite or telephone company television should not be affected and should not need to upgrade. Although, we are advising consumers who use a paid service to check with their service providers to see if they will need any additional equipment in the future.

Those viewers that use an analog TV set with an antenna on the roof or “rabbit ears” on the TV have three options:

- Purchase a DTV converter box (\$40-70), or
- Purchase a digital TV set (\$100+), or
- Subscribe to cable, satellite, or telephone company service.

If you watch over-the-air programming with a broadcast antenna on a TV with a built-in digital tuner, you will not need a digital-to-analog converter box. It is also important to know that you do not need to buy a high definition television (HDTV) in order to watch digital broadcast programming.

\*The federal government is offering coupons for DTV converter boxes. Households will be able to apply for 2 coupons, valued at \$40 each. Go to [www.dtv2009.gov](http://www.dtv2009.gov) or call 1 (800) DTV-2009 to apply for a coupon.

Go to [www.dtvanswers.com](http://www.dtvanswers.com) for more information on the DTV transition.