



On February 17, 2009
Television will go all digital,
all the time

Are you ready?



What is the Digital Television Transition?

By law, American television stations will end all analog broadcasts on February 17, 2009 and begin broadcasting exclusively in a digital format. Television sets connected to cable, satellite or a telephone company video service provider should not be affected, and will continue to receive broadcast programming after that date. But TV sets that are not connected to cable or satellite, or do not have a built-in digital tuner, will need a converter box to continue receiving and displaying broadcast television after the transition occurs.

How do Consumers Switch to DTV?

Preparing for the DTV transition requires one of three steps by February 17, 2009:

- **Purchase a DTV converter box:** Beginning in early 2008, consumers will be able to purchase a DTV converter box that enables continued broadcast television reception on an analog TV set. At about the same time, the federal government will offer consumers \$40 coupons to go towards the purchase of these boxes.
- **Purchase a Digital TV set:** Purchase a new television set with a built-in digital tuner. All TVs with a digital tuner are able to receive digital signals broadcast by television stations.
- **Subscribe to a video service provider:** Subscribe to cable, satellite or a telephone company video service provider to continue using analog TV sets.



Why is America Switching to Digital Television (DTV)?

Digital is a more efficient way to broadcast, and it will free up the airwaves for other services, including public safety. DTV also provides clearer pictures, more channels, and even free over-the-air high-definition television (HDTV) for consumers with HD television sets.



The DTV Transition Coalition is a group of public and private organizations that are working together to assure a successful transition to digital television. The mission of the DTV Transition Coalition is to ensure that no consumer loses free over-the-air television reception in February 2009 due to a lack of information about the DTV transition.

For more information, visit:
www.dtvtransition.org