

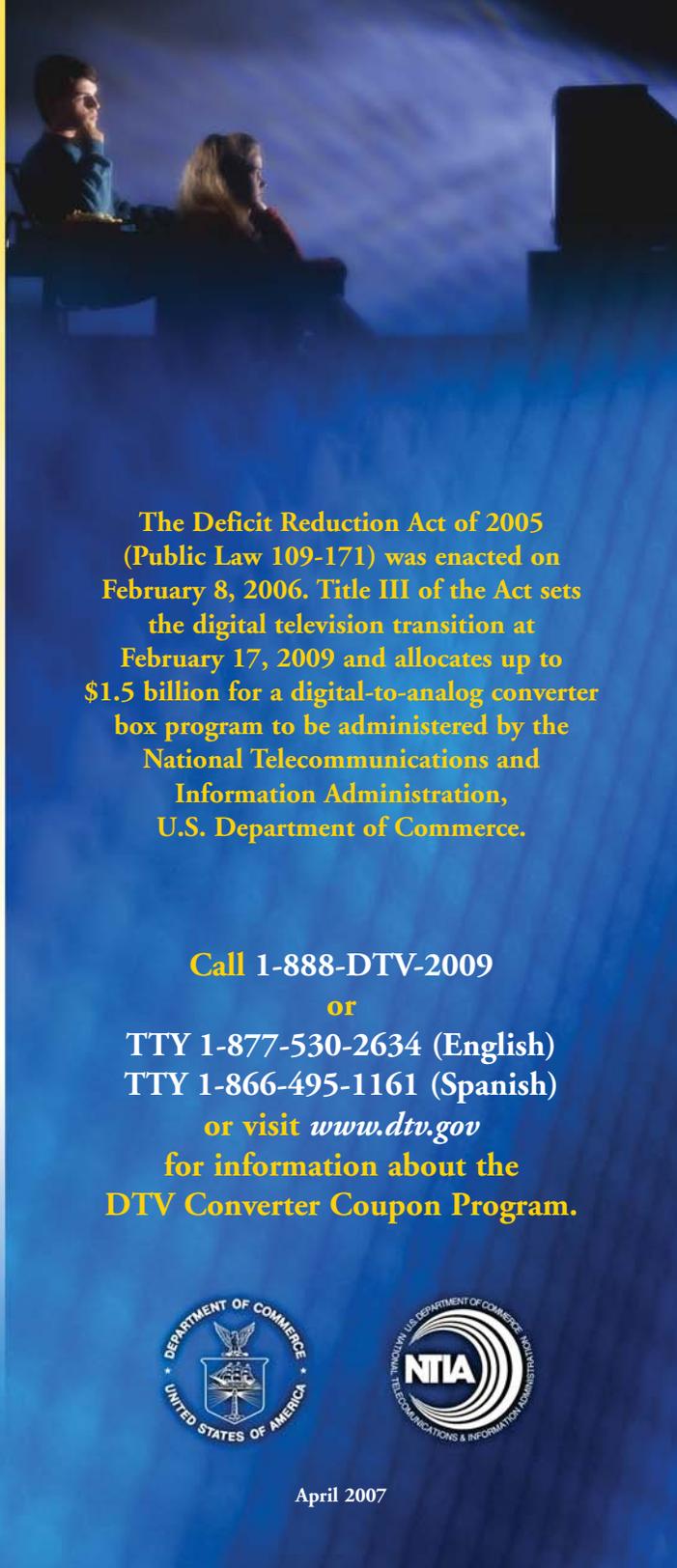
## What are *Your Options?*

- Keep your TV and buy a converter. In 2008, a government coupon will be available to reduce the price of certain converters by \$40.

*You may also choose to . . .*

- Buy a digital television. *Check with your retailer if you are buying a new television to make sure that it has a built-in digital tuner.*
- Hook up your television to cable, satellite, or other pay television service.
- Buy a converter with enhanced features, such as one with a DVD recorder. Converters with enhanced features are not eligible for the Coupon Program.

Whatever you decide, you have until **February 17, 2009**, to prepare for the digital transition. After that date, you will no longer be able to view your over-the-air broadcasts on your analog TV.



The Deficit Reduction Act of 2005 (Public Law 109-171) was enacted on February 8, 2006. Title III of the Act sets the digital television transition at February 17, 2009 and allocates up to \$1.5 billion for a digital-to-analog converter box program to be administered by the National Telecommunications and Information Administration, U.S. Department of Commerce.

Call 1-888-DTV-2009

or

TTY 1-877-530-2634 (English)

TTY 1-866-495-1161 (Spanish)

or visit [www.dtv.gov](http://www.dtv.gov)

for information about the  
DTV Converter Coupon Program.



April 2007

# Preparing *for the* **Digital Television Transition**

National Telecommunications and  
Information Administration  
U.S. Department of Commerce



## DIGITAL TELEVISION IS COMING:

### ARE YOU READY?

Do you have a television set in your home that works with the help of “rabbit ears” or a rooftop antenna?

If so, this brochure will help you prepare for an important change in broadcasting coming in February 2009.

Television broadcasting is moving from an old standard – known as “analog” – to a new standard, called “digital.” After February 17, 2009, all television broadcasts will be digital.

After February 17, 2009, all analog televisions getting programming “over the air” through an antenna will need to be plugged into a special television converter to receive digital broadcasts.

Although February 2009 might sound like a long way off, it’s not too early to start preparing.



*The digital television transition is happening in part to provide additional air waves to firefighters and police so they can better communicate during emergencies.*

## WHO NEEDS A CONVERTER?

A “digital-to-analog” converter is a device that easily plugs into your television set. Plugging a converter into your existing television will allow you to continue to get your programs after February 17, 2009.

The converter option is not for everyone. Most people have television sets connected to cable, satellite, or other pay television service. Converters will not be needed for these sets.

If you have a television with a digital tuner, then you will not need a converter. If you haven’t purchased a television in the last five years, it probably does not include a digital tuner. An older set not connected to cable or satellite service is a good candidate for a converter.

*A converter is needed for a digital picture, generally providing better picture clarity and more channels for viewers who purchase the device.*



## \$40 COUPONS WILL BE AVAILABLE FOR CONVERTERS

Starting January 1, 2008, each household in America can request up to two coupons from the government to use toward the purchase of certain converters. Each coupon is worth \$40. Coupons will expire 90 days after they are issued.

The government agency responsible for this program, the National Telecommunications and Information Administration, will issue periodic updates on the Coupon Program.

Please check back at the beginning of 2008 to request your coupons. Requests cannot be taken until January 2008. Call **1-888-DTV-2009** or **1-888-388-2009** or visit [www.dtv.gov](http://www.dtv.gov) later in the year to find out how to apply for your coupons.

**MARK YOUR CALENDAR.** Beginning in 2008, the Federal government will help with the cost of certain converters. Check back then for details.

