

# 2009 DIGITAL TRANSITION

EFFECTIVE 6/12/09



## WHAT IS IT?

The Digital Transition is an FCC mandate for all over-the-air signals to switch from analog to digital transmission. On June 12, 2009, this transition will be complete and any remaining analog feeds will not be broadcast. Viewers currently receiving analog television over-the-air (via an antenna) will need to take action to continue watching their favorite local channels. Please note, some stations may transition to a digital only transmission in advance of the June 12<sup>th</sup> deadline.

## WHO WILL BE IMPACTED?

Analysts estimate there are 14-20 million viewers who currently watch TV over-the-air. They do not have a cable or satellite provider.

## DOES THIS AFFECT DIRECTV CUSTOMERS?

No. Customers who already get their locals from DIRECTV will not need to do anything, as the transition will be seamless for all TVs connected to a DIRECTV receiver. Only customers who wish to receive off air signals will be impacted.

## WHAT IF A CUSTOMER CURRENTLY HAS OFF-AIR LOCALS?

If a customer currently views local channels using an off-air antenna or rabbit ears, there are simple solutions in place to ensure they can continue to view their locals after the transition.

- 1) Check to see if DIRECTV provides locals in their area.
  - Visit [www.directv.com/locals](http://www.directv.com/locals) to check their eligibility.
  - If DIRECTV provides locals, their package can simply be upgraded to include their local channels.
- 2) If DIRECTV does not service local channels in their area then a different solution is needed.
  - If they have an older TV, they'll need to get a digital converter box. (See page 2 for details.)
  - Customers with analog TVs also have the option of purchasing a new TV with a digital tuner.
  - If customers use an off-air antenna, or they receive locals via an antenna, they can upgrade to the following DIRECTV receivers:
    - HR21—DIRECTV's AM21 off-air receiver is now available for customers using an HR21. They can get off-air HD locals by using the device to pass the signal through the 100% digital receiver.
    - HR20 & H20—These receivers have a built-in digital tuner. Off-air locals are fed through the receivers.

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## WHERE CAN CUSTOMERS GET A DIGITAL CONVERTER BOX?

Most consumer electronics retailer should stock a digital converter box in preparation for the transition. The cost for each box is around \$60-\$70, however, customers can apply for coupons from the government to help them pay for the cost. There is a limit of 2 coupons per customer, with each valued at \$40.

For more information on coupons, contact the National Telecommunications and Information Administration at 1-888-DTV-2009 or [www.dtv2009.gov](http://www.dtv2009.gov).

## DIGITAL TRANSITION FAQ'S

- **Will DIRECTV sell a converter box?**  
No; DIRECTV will not be selling converter boxes. However, you can find them at most consumer electronics retailers.
- **Will vouchers apply to DIRECTV receivers?**  
No, but remember that new DIRECTV customers are eligible for a free installation in up to four rooms and have no start-up costs.
- **Where can I find out more information about the Digital Transition?**  
[www.directv.com/dtv2009](http://www.directv.com/dtv2009) AND [www.dtv2009.gov](http://www.dtv2009.gov)

## THE OPPORTUNITY:

Of the estimated 14-20 million viewers who will be affected by this change, we estimate that a portion will be viable customers for DIRECTV. Don't forget to mention our all-digital picture and sound and higher customer satisfaction ranking when affected potential customers inquire about our service. Also—with DIRECTV there's no equipment to buy, no start-up costs and a FREE standard professional installation!

Visit Ad Builder today for ads specific to the digital transition. Don't miss this opportunity to attract new customers, and upgrade existing ones!

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## CUSTOMER SCENARIOS

Customer Type	Customer Action
<p>1 DIRECTV customers in a market where DIRECTV provides local channels and the customer gets them from DIRECTV.</p>	<ul style="list-style-type: none"> <li>■ Already receiving 100% digital - no customer action required. Reception of low power stations will not change.</li> <li>■ If customer is taking any local stations off-air on a stranded non-digital TV in the home (i.e. in the basement or kitchen not connected to DIRECTV) customers will have to:               <ul style="list-style-type: none"> <li>• Secure another DIRECTV receiver and connect the TV to existing DIRECTV subscription.</li> </ul> <p style="text-align: center;"><b>OR</b></p> <li>• Secure a digital-to-analog converter box to convert digital TV signals into analog TV signals to continue viewing local broadcast channels like NBC, ABC, CBS and FOX. There are many converter boxes available ranging in price from \$40 to \$70 plus tax. Certain boxes are eligible for \$40 off through the government coupon program. (Visit <a href="http://www.dtv2009.gov">www.dtv2009.gov</a> for additional details.)</li> </li></ul>
<p>2 DIRECTV customers in a market where DIRECTV does not provide local channels but customer can get locals via an off-air signal.</p>	<ul style="list-style-type: none"> <li>■ Exchange current standard receivers for a receiver with built in digital over-the-air tuner to receive the new digital local channels.               <ul style="list-style-type: none"> <li>• \$50 for digital tuner capable receiver (H20 or HR20 or HR21/AM21)</li> <li>• \$99 for antenna installation</li> </ul> <p style="text-align: center;"><b>OR</b></p> <li>■ Purchase a digital-to-analog converter box.               <ul style="list-style-type: none"> <li>• Converter boxes convert digital TV signals into analog TV signals so that customers can continue viewing their local broadcast channels. There are many converter boxes available ranging in price from \$40 to \$70 plus tax. Certain boxes are eligible for \$40 off through the government coupon program. (Visit <a href="http://www.dtv2009.gov">www.dtv2009.gov</a> for additional details.)</li> </ul> <p style="text-align: center;"><b>OR</b></p> <li>■ Upgrade to a digital TV with built in digital tuner.</li> <p style="text-align: center;"><b>OR</b></p> <li>■ Apply for DNS Locals.</li> </li></li></ul>
<p>3 DIRECTV customers in a market where DIRECTV does not provide local channels and customer cannot get locals via an off-air signal.</p>	<ul style="list-style-type: none"> <li>■ Apply and/or upgrade to DNS Locals.</li> </ul>

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## CUSTOMER SCENARIOS (CONT.)

Customer Type	Customer Action
4 DIRECTV customers living in a market where DIRECTV provides local channels but customer does not subscribe to them.	■ Upgrade to a base package with local channels for as low as \$3 (assuming that no new receiver or ODU equipment is required and the customer does not have a grandfathered base package).
5 DIRECTV customers living in a 72.5 market where DIRECTV provides local channels but the customer does not subscribe to them.	■ Upgrade receiver and ODU equipment to receive locals from DIRECTV.