



# Digital Transition Fact Sheet

## Frequently Asked Questions About the Digital Transition

Here are some of the most frequently asked questions about the upcoming switch from analog to digital signals, with links that will guide you to more information:

### Q. What is the digital transition?

**A.** After Feb. 17, 2009, all TV stations must cease analog broadcasting and transition to exclusively broadcasting in a digital format, also known as DTV.

### Q. What is analog television?

**A.** Analog television service is the traditional method of transmitting television signals. Analog transmission has been the standard broadcast technology since the inception of television.

### Q. How do I know if I have an analog or digital television set?

**A.** Take a look at the owner's manual or look at the set for an indication that it has a built-in digital tuner. If it has a digital tuner, you should already be able to receive Digital TV signals.

### Q. What are the advantages of Digital TV?

**A.** In addition to improved picture and sound quality, an important benefit of DTV is that it will free up parts of the broadcast spectrum for public safety as well as other valuable uses. This is possible because the modern technology of DTV is more efficient than analog TV technology. TV stations can only transmit one channel of programming with an analog signal versus up to four or more programs with a digital signal in the same amount of spectrum.

### Q. Why is this transition happening?

**A.** Congress mandated the conversion to DTV for two important reasons. First, DTV will provide higher quality picture and sound, and more programming options for consumers through multiple broadcast streams. Second, ceasing analog broadcasting will free up a wide range of frequencies so they can be used for public safety such as police, fire and emergency rescue communications, as well as commercial uses.

### Q. Will I be able to continue to use my current television?

**A.** If you subscribe to cable or satellite, your access to broadcast channels should not change. However, if you currently rely on over-the-air signals via an analog television and an antenna ("rabbit ears"), you will need to act to continue to receive television. You must either:

- Purchase a low-cost converter box to use with your existing analog television
- Purchase a digital television that can receive DTV signals

- Subscribe to cable or satellite
- For more information on ensuring you have the equipment needed for the digital transition, visit the Web at [www.DTVanswers.com](http://www.DTVanswers.com)

### Q. What is a set-top converter box?

**A.** A converter box is a small, easy-to-install electronic device that hooks up to your older television set and over-the-air antenna, and converts the Digital TV signal so you can keep using your older set. You'll see all of the digital channels free of charge; there are no monthly fees for using the converter box.

### Q. How can I get a low-cost converter box?

**A.** In order to help consumers with the digital transition, the federal government has created a coupon program that will significantly reduce the cost of selected set-top boxes.

Converter boxes will be available in retail stores by mid-February 2008. When you apply for coupons, you will receive the coupons and a list of retailers in your area who will carry certified converter boxes.

To learn more about the coupon program, including how and when to request your coupons, coupon value and redemption instructions, visit [www.dtv2009.gov](http://www.dtv2009.gov) or call **888-DTV-2009** for an update in English or Spanish.

### Q. What if I do nothing?

**A.** If you do not receive your signal via cable or satellite, do not have a television with a built-in digital tuner or have a set-top converter box, your television will not work after Feb. 17, 2009.

### For more information on the digital transition:

- WPT Digital TV  
[wpt.org/digitaltv](http://wpt.org/digitaltv)
- PBS Digital TV  
[pbs.org/digitaltv/](http://pbs.org/digitaltv/)
- Converter box coupon program  
[www.dtv2009.gov](http://www.dtv2009.gov) or **888-DTV-2009**
- Federal Communications Commission  
[www.dtv.gov](http://www.dtv.gov)
- National Association of Broadcasters  
[dtvanswers.com](http://dtvanswers.com)

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## Viewer Choices

### The switch to Digital TV is coming. Are you ready?

Television broadcasting is moving from an old standard — known as “analog” — to a new standard called Digital TV. After Feb. 17, 2009, all television broadcasts will be digital. Digital TV provides crystal clear pictures and sound, and more programming choices.

### Here’s what you need to know to keep watching Wisconsin Public Television (WPT).

We want to be sure every viewer comes with us into the digital age and we’re eager to help you with the information you need so you don’t lose WPT and other channels after Feb. 17, 2009. On that day, by law, we must pull the plug on analog broadcasting. If you’re not yet receiving digital TV, read on.

### Here are the ways you can watch WPT’s Digital TV signal.

#### Do you use an antenna?

If you receive over-the-air television programming by rabbit ears or other type of indoor or outdoor antenna, you have several choices:

1. Use a digital set-top converter box available through retailers for under \$100 with your current TV and antenna. For information on the federal government’s coupon program to help you buy a converter box, visit the Web at [www.dtv2009.gov](http://www.dtv2009.gov) or call **888-DTV-2009**.
2. Purchase a new TV with a built-in digital tuner and use your current antenna. All new sets sold in the U.S. now include a digital tuner. For more information about the choices available, visit your local retailer or check online resources.
3. Subscribe to a cable or satellite service. WPT is available on all services. Additional WPT “multicast” channels may not be available to all subscribers, so check with your provider before making your choice.

#### Do you subscribe to a paid cable service?

If you get your TV from a cable or telephone provider like Time-Warner, Charter or one of the many smaller cable companies, your cable company will see that you continue to get local stations including WPT.

#### Do you pay for satellite service?

If you get your TV from one of the U.S. satellite services, DirecTV or DISH Network, your satellite company will see that you continue to get local stations including WPT.

## Current Broadcast Information

### WPT is already broadcasting Digital TV.

WPT offers an array of channels through its Digital TV service. For detailed schedules, visit [wpt.org/schedule](http://wpt.org/schedule) on the Web.

### Daytime Multicast Profile

6 a.m. to 6 p.m. Monday-Friday

6 a.m. to 7 p.m. Saturday-Sunday

WPT simulcast (xx.1) WPT analog schedule

Wisconsin Channel (xx.2) new from WPT

Create (xx.3) lifestyle and how-to programs

Wisconsin PBS Kids (xx.4) for children of all ages

### Prime Time and Overnight Multicast Profile

6 p.m. to 6 a.m. Monday-Friday

7 p.m. to 6 a.m. Sunday-Sunday

WPT simulcast (xx.1) WPT analog schedule

WPT HD (xx.5) high definition programs

### For more information on the digital transition:

- WPT Digital TV  
[wpt.org/digitaltv](http://wpt.org/digitaltv)
- PBS Digital TV  
[pbs.org/digitaltv/](http://pbs.org/digitaltv/)
- Converter box coupon program  
[www.dtv2009.gov](http://www.dtv2009.gov) or **888-DTV-2009**
- Federal Communications Commission  
[www.dtv.gov](http://www.dtv.gov)
- National Association of Broadcasters  
[dtvanswers.com](http://dtvanswers.com)