

Digital TV Transition Fact Sheet



Wisconsin Public Television

Viewer Choices

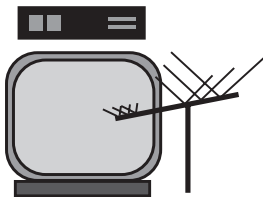
The switch to Digital TV is coming. Are you ready?

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 broadcast 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.

Do you use an antenna? If you receive over-the-air television programs by rabbit ears or other type of indoor or outdoor antenna, you have several choices:

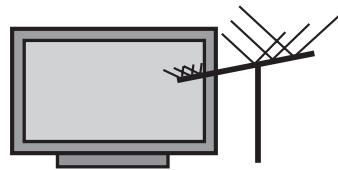


old TV + antenna + converter box

- 1 Continue watching free, over-the-air television on your current TV if you buy a set-top converter box available from retailers for \$40 to \$70. Digital signals are already available, so you can buy and use a converter box well before February 2009.

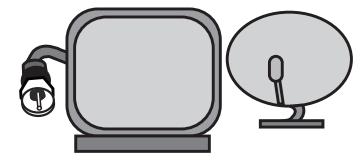
For information on the federal government’s coupon program to help you buy a converter box, visit www.dtv2009.gov on the Web or call 888-DTV-2009.

Each household is eligible for up to two coupons worth \$40 each toward the purchase of two basic converter boxes which retail for \$40 to \$70 each.



new Digital TV + antenna

- 2 Purchase a new TV with a built-in digital tuner and use an antenna. All new sets sold in the U.S. now include a digital tuner. If you bought a set in the last year or two, it may have a Digital TV tuner; check the owner’s manual or contact the manufacturer. For more information about the choices available in Digital TV sets, visit your local retailer or check online resources.



old or new TV + paid cable, satellite or telephone service

- 3 Subscribe to a cable or satellite service. WPT is carried by all services. Additional WPT multicast channels may not be available to all subscribers, so check with your provider before making your choice.

If you already get your TV service from a cable, satellite or telephone company, your provider will see that you continue to get local stations, including WPT.

WPT already broadcasts Digital TV signals from its six full-service transmitters:

WHA-TV/DT Madison

WLEF-TV/DT Park Falls

WPNE-TV/DT Green Bay

WHLA-TV/DT La Crosse

WHRM-TV/DT Wausau

WHWC-TV/DT Menomonie-Eau Claire.

WPT’s digital service delivers a full-time HD channel plus The Wisconsin Channel and Create. For detailed schedules, visit wpt.org/schedule on the Web.

Digital TV Transition Q&A



Wisconsin Public Television

Frequently Asked Questions About the Digital TV Transition

Here are some of the most frequently asked questions about the upcoming switch from analog to Digital TV, 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 broadcast exclusively in Digital TV.

Q. What is analog television?

A. Analog television is the traditional method of transmitting television signals. It has been the standard broadcast technology since the inception of television and will come to an end after Feb. 17, 2009.

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

A. Take a look at the owner's manual, look at the set, or contact the manufacturer. If your TV has a digital tuner you should already be able to receive Digital TV signals.

Q. Why is this transition happening?

A. Digital broadcasting will free up a wide range of frequencies to be used for public safety such as police, fire, and emergency rescue communications, as well as commercial uses. DTV will provide higher quality picture and sound and more programming options.

Q. Do I need to buy a new television?

A. Not necessarily. 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 Digital TV signals.
- Subscribe to cable or satellite.

For more information on ensuring you have the equipment needed for the digital transition visit DTVanswers.com or check the Federal Communications Commission (FCC) Web site at www.dtv.gov

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 an 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. To help consumers with the digital transition, the federal government is offering two \$40 coupons per household to reduce the cost of selected set-top boxes. To learn more about the coupon program, including how and when to request your coupons, and redemption instructions, visit www.dtv2009.gov or call 888-DTV-2009 for an update in English or Spanish.

Q. Can I use the coupons to purchase any converter?

A. No. The government will provide a list of eligible converters and participating retailers at dtv2009.gov on the Web. Consumers can also ask at participating retailers what converters in their stores can be purchased with the coupon.

Q. Will I receive closed captioning through a converter?

A. Yes. Manufacturers of converter boxes are required to pass through Closed Captioning to display on your television.

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 receive TV pictures after Feb. 17, 2009.

For more information on the digital transition:

- Wisconsin Public Television
Web site: wpt.org/digitaltv/
Audience services: **800-422-9707**
Schedules: wpt.org/schedule
- Converter box coupon program
Web site: www.dtv2009.gov
Telephone: **888-DTV-2009**
- PBS
Web site: pbs.org/digitaltv/
- Federal Communications Commission (FCC)
Web site: www.dtv.gov
- National Association of Broadcasters
Web site: dtvanswers.com