



July 10, 2008

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street SW
Washington DC 20554

Re: DTV.gov Transition Partners Quarterly Report
Electronically Filed in MB Docket No. 07-148 and sent electronically to
dtvreporting @fcc.gov

Dear Ms. Dortch:

The National Association of Broadcasters ("NAB"),¹ the Association for Maximum Service Television, Inc. ("MSTV"),² the ABC Television Network, ABC News Now, the NBC Television Network and the Telemundo Television Network are proud partners with the Commission to ensure that no consumer loses access to free local television programming after February 17, 2009, due to a lack of information about the digital television (DTV) transition. Broadcasters have committed to educating the American public about the upcoming transition. Since late 2006, broadcasters have coordinated extensively with government, private industry, membership organizations and others to educate all consumers so that they understand the DTV transition. The future of free-over-the air television depends upon a smooth transition to digital with minimum disruption to TV consumers.

The broadcast industry has embarked on an unparalleled and unprecedented consumer education campaign. This multifaceted education campaign uses every available tool to ensure no American is left unprepared when the switch to digital occurs. As required by the *DTV Consumer Education Order*,³ we hereby file our second quarterly report.

¹ NAB is a nonprofit trade association that advocates on behalf of more than 8,300 free, local radio and television stations and also broadcast networks before Congress, the Federal Communications Commission, the Courts and other federal agencies.

² MSTV is a nonprofit trade association of local broadcast television stations committed to achieving and maintaining the highest technical quality of the local broadcast system.

³ See *In the Matter of DTV Consumer Education Initiative*, MB Docket No. 07-148, *Report and Order* at ¶ 50 (rel. March 3, 2008).

As detailed below, no avenue to reach consumers will be left unexplored as we reach out to all demographics, all geographical areas, urban and rural communities, the young and the old.

NAB and Industry Efforts

DTV Action Spots

NAB has produced six 30-second DTV action spots, which have been distributed to all NAB member stations and non-member stations via satellite. The first two spots, "Get the Facts" and "Revolution," promote general awareness of the DTV transition and urge viewers to get more information from the www.DTVAnswers.com Web site. Another spot promotes NAB's DTV Road Show. The three most recent spots, "The Future is Here," "Just a Box" and "Digital is in the Air," promote converter boxes as an option for consumers to make the upgrade to digital. Two of the spots specifically promote the government's \$40 coupon and direct viewers to www.DTV2009.gov and 1-888-DTV-2009 for more information. NAB plans to distribute seven new spots to stations, in English and Spanish, in 15- and 30-second versions, in July and August 2008.

Low-Power TV Action Spots

NAB produced and distributed three television spots that explain the low-power translator issue to television stations in markets with large numbers of translators. The spots come in 15-, 30- and 60-second versions and are available in both English and Spanish. These spots were distributed to stations in mid-April.

TV Station Tools

NAB has created a full graphics package for stations to help communicate the DTV transition in newscasts and spots. The package contains video of converter box installations, graphics of DTV equipment and interviews with federal officials, including U.S. Secretary of Commerce Carlos Gutierrez and FCC Chairman Kevin Martin. NAB has also produced and distributed a DTV style guide to help stations convey accurate and consistent messages about the DTV transition.

30-Minute Educational Program

On March 10, 2008, NAB produced and distributed a 30-minute educational program, "Countdown to DTV," to television stations across the country. The program was designed to help consumers navigate the transition to digital television. All NAB member and non-member stations were able to obtain the program in standard definition (SD) or high definition (HD) formats in both English and Spanish.

DTV Speakers Bureau

Working with local TV stations and state broadcaster associations across the country, NAB created the DTV Speakers Bureau to organize at least 8,000 speaking engagements about DTV at local community events across the country before February 17, 2009. The DTV Speakers Bureau is made up of local TV station broadcasters,

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general managers, engineers and state broadcast association leaders, among others. The DTV Speakers Bureau currently stands at 1,116 registered speakers from 665 TV stations. At least 4,011 speaking engagements have been booked, with over 2,510 completed with an average audience size of more than 130 attendees. For more information, or to register a speaker at a local event, groups can visit www.DTVSpeak.com. Additionally, NAB staff have keynoted multiple conferences with speeches on the DTV transition, from London, England to Little Rock, Arkansas to Las Vegas, Nevada.

DTV Road Show

As a major grassroots marketing initiative, the DTV Road Show aims to increase consumer awareness of the February 17, 2009, transition in targeted areas with high percentages of broadcast-only households. The road show includes two DTV Trekkers – moving trucks designed to resemble giant television sets – that are crisscrossing the country until transition day in 2009. The Trekkers visit local fairs, festivals and other community events in high over-the-air sections of the country and provide DTV information to those most disproportionately affected by the transition to digital. The DTV Trekkers will travel 95,000 miles and visit 600 locations nationwide. To learn more about the DTV Road Show, visit www.DTVRoadShow.com.

Between April 1 and June 30, the DTV Road Show visited the following cities:

Albany, NY
Ann Arbor, MI
Antioch, CA
Atlanta, GA
Bakersfield, CA
Birmingham, AL
Boston, MA
Cedar City, UT
Chattanooga, TN
Clarence, NY
Clinton Township, MI
Columbus, OH
Dearborn, MI
Denver, CO
Detroit, MI
Dothan, AL
El Centro, CA
Fresno, CA
Harrisburg, PA
Huntsville, AL
Indianapolis, IN
Jackson, TN
Las Vegas, NV
Layton, UT

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Los Angeles, CA
Lynwood, CA
Maplewood, NJ
Memphis, TN
Mesa, AZ
Montgomery, AL
Nashville, TN
New York, NY
Newark, NY
Oakland, CA
Palm Springs, CA
Phoenix, AZ
Poteet, TX
Sacramento, CA
Salinas, CA
Salt Lake City, UT
San Antonio, TX
San Bernardino, CA
San Diego, CA
San Francisco, CA
San Jose, CA
Secaucus, NJ
St. George, UT
Universal City, CA
Visalia, CA
Watertown, NY

Earned Media

NAB's DTV transition team has two full-time media relations staff members dedicated to generating widespread media coverage of the DTV transition and ensuring that reporters are covering the issue accurately. NAB has briefed reporters from major news organizations on the DTV transition in markets across the country, including New York, Chicago, San Jose and Washington, D.C., and has generated print, online and broadcast media coverage about the transition in all 50 states. In April, NAB began sending out a weekly email with DTV-related updates to help hundreds of reporters nationwide stay abreast of how the transition is going. NAB's earned media team, which also employs a public relations firm, is in regular contact with more than 3,000 reporters to promote local news hooks about the transition and has helped to garner nearly 10,000 news articles about the transition.

DTVAnswers.com Web site

In 2007, NAB launched www.DTVAnswers.com, one of the most comprehensive, consumer-friendly Web sites about the DTV transition. The site provides consumers, businesses and other interested organizations an in-depth look at every aspect of the DTV transition. Consumers can learn how to upgrade to digital television, get

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information about converter boxes and antennas, as well as access additional related resources. To help organizations spread DTV messages to their members, the site also makes available various promotional materials, including downloadable flyers and sample PowerPoint presentations. NAB also offers DTV transition information in more than 60 languages, including a Braille version upon request, at www.dtvanswers.com/dtv_languages.html. In addition, one can view and download NAB's DTV action spot videos. The Web site has drawn nearly 3 million visits since its launch.

LPTVAnswers.com Web site

To help consumers who wish to continue watching programming from local low-power TV stations after the February 17, 2009, transition to digital, NAB launched www.LPTVAnswers.com, which provides comprehensive information about the low-power issue. With links to state-by-state maps of low-power TV stations and a list of government-certified analog pass-through converter boxes, the site serves as a guide for all low-power TV consumers.

DTV Toolkits for Elected Officials

NAB has sent DTV Toolkits to elected officials across the country, including all members of congress, state legislators, governors and lieutenant governors, executive directors of state municipal and state county associations, state African-American caucus leaders and state Hispanic elected officials. In May, NAB mailed a DTV Toolkit and letter from President and CEO David Rehr to 449 tribal leaders in the United States. In June, NAB provided toolkits to 1,113 Meals on Wheels state chapter heads. The DTV Toolkit contains: a PowerPoint presentation that can be used during a town hall meeting or any gathering of constituents; a newsletter insert for newsletters in English and Spanish; a DTV handbill in English and Spanish; a consumer resource guide in English and Spanish; a sample press release in English and Spanish; a sample op-ed in English and Spanish; key talking points; banner Web site ads that may be linked to www.DTVAnswers.com; sample speeches; and a DTV background sheet. NAB has also created an online toolkit for elected officials that will be emailed to state legislators, mayors and county commissioners.

DTV Staff Briefings in Congress

In April and July 2007, NAB hosted DTV transition briefings with more than 100 U.S. House staff and more than 40 U.S. Senate staff. In October 2007, working with the DTV Transition Coalition, NAB hosted a DTV staff briefing for members of the U.S. House of Representatives and their staffs, which drew 200 staffers and some members of the U.S. House. A DTV staff briefing in February 2008 hosted by NAB and the DTV Transition Coalition drew 40 attendees, mostly U.S. Senate staffers. Converter box demonstrations were given at all events and various consumer awareness materials were made available to attending staff.

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Live DTV Webcast for Congressional Staff

In April 2008, NAB hosted a special live webcast for congressional staffers to address DTV issues unique to our government partners. NAB's DTV transition team discussed how the federally mandated transition will impact communities across America, what consumer education and outreach initiatives are already underway by broadcasters and how to access information about the DTV coupon program and converter boxes. More than 400 staffers tuned in for the live webcast.

National Black Church Initiative

In late 2007, NAB began collaborating with the National Black Church Initiative ("NBCI") to educate Washington, D.C., residents about the digital television transition. The NAB/NBCI initiative was just launched nationwide to help those most affected by the DTV transition to learn what they need to do to prepare for the switch. The initiative will reach nearly 8 million congregants in churches across the country, who will receive educational literature about the DTV transition and converter box coupon program as well as assistance with applying for the converter box coupons.

Esperanza USA:

NAB has partnered with Esperanza USA, the largest organization of its kind in America with a 10,000-strong network of Latino faith-based agencies, to inform Hispanic households about the DTV transition. Spanish-speaking households are among the most disproportionately affected populations by the transition. Esperanza will incorporate DTV messages in publications to its members, grassroots activities and its annual National Prayer Breakfast.

Spanish Town Hall Initiative

In partnership with the Spanish-language television network Univision, NAB is conducting a series of town hall forums to raise awareness among Hispanics in America about the upcoming DTV transition. The hour-long televised town halls are expected to draw large audiences of primarily Spanish speakers in some of the nation's largest Spanish-language markets. So far, NAB has completed townhall engagements in the following cities:

Oakland: 4/27
Austin: 5/16
San Francisco: 5/17
Dallas: 5/17
Modesto: 5/31
Fresno: 6/5
Phoenix: 6/7
Bakersfield: 6/8
Houston: 6/7
New York: 6/21

The series builds on the success of a December 2007 town hall in Chicago, which drew more than 700 people. NAB is partnering with Telemundo on a similar initiative.

DTV Transition Coalition

In February 2007, NAB helped found the DTV Transition Coalition. The coalition has since expanded to 236 members, comprised of business, trade and industry groups, as well as grassroots and membership organizations that share an interest in a smooth transition. The FCC has actively participated in the coalition. As part of the coalition, groups agree to distribute DTV-related materials to their members. To date, at least 100 of the 236 members have sent DTV materials to their members. In May 2008, the DTV Transition Coalition sent DTV packets to every state public utility commission. Monthly coalition meetings also serve as a national forum on the DTV transition. An updated list of coalition members is attached. To learn more visit www.dtvtransition.org.

Radio Spots

NAB has produced and distributed DTV radio spots in 15-, 30- and 60-second versions in both English and Spanish. Sample scripts have also been provided to stations that are interested in producing their own spots. The spots have been distributed to NAB member radio stations across the country and are downloadable at www.dtvanswers.com/radiospots. NAB also helped distribute FCC radio spots to its member radio stations across the country.

Survey Research

NAB has dedicated significant financial resources toward consumer research. In January 2008, NAB commissioned a nationwide poll that found more than 83 percent of broadcast-only households are aware that the DTV transition is underway. NAB also undertook a massive 50-state research project to measure consumer awareness in all 50 states, the results of which were released publicly the first week of July 2008 (see attached press releases).

International Research

NAB staff have visited and opened dialogues with officials running respective DTV transition campaigns in the United Kingdom, Sweden, Austria, Greece, Italy, Norway, Finland, Belgium and Canada to learn how European nations – some of which have already transitioned to digital – are running their digital transition campaigns. In January, an NAB staff member keynoted an international conference on DTV transition strategies. NAB has also invited officials from those countries and others, including Austria and Singapore, to discuss DTV deployment issues with American television broadcasters. The CEO of the United Kingdom's DTV transition campaign met with NAB staff and our coalition partners last year.

Broadcasters' Efforts in Wilmington, North Carolina

At noon on September 8, 2008, Wilmington, North Carolina will be the first television market in the country to switch to all-digital broadcasting. Five stations in Wilmington have agreed to turn off their analog signals several months ahead of the national transition to digital television on February 17, 2009, as mandated by Congress. NAB has launched vigorous efforts in Wilmington aimed at helping area residents, local broadcasters, retailers and government agencies navigate the early digital switchover.

With Wilmington broadcasters at the helm of this experiment, NAB is working to ensure that efforts among the local stations are as effective as possible. NAB is collaborating closely with the North Carolina Association of Broadcasters and has met individually with all of the full-power stations in the Wilmington market, as well as public television station WUNC-TV, to discuss how to best coordinate efforts during the experiment. NAB has also initiated a weekly conference call with the local stations, which will serve as a regular forum for communication and planning purposes.

Besides working with broadcasters, NAB is urging electronics manufacturers and retailers to be prepared for an early transition in Wilmington. Some of our recommendations include stocking store shelves with analog pass-through converter boxes and antennas and educating sales staff to accurately address consumer questions. In anticipation of a heightened demand for converter box coupons, NAB also encouraged the federal government to prioritize applications from the Wilmington market and improve coordination among the relevant agencies in communications to consumers. NAB has alerted property management companies overseeing thousands of vacation homes and rental properties in Wilmington, many of which will need to upgrade by September.

Since viewer confusion about the early switch date is one of our biggest concerns, NAB has devoted ample resources and expertise toward raising consumer awareness. A week after the test was announced, NAB commissioned the first survey of Wilmington-area residents to gauge consumer awareness of the DTV transition nationally and locally. While 89 percent of Wilmington-area residents reported being aware of the television industry's switch to digital broadcasting, the survey showed there was still confusion about the date. The findings were released in June and covered widely by print and broadcast reporters.

NAB also purchased www.dtvwilmington.com, an easy-to-remember Web address that links to the FCC site, which local broadcasters are using to link to DTV information. Additionally, NAB is producing Wilmington versions of our DTV action spots alerting residents to the new deadline and actions they must take to prepare for the switch to DTV. These spots will be distributed in July and August.

As members of NAB's DTV Speakers Bureau, eight speakers from Wilmington stations will educate local citizens about DTV at local venues. NAB is currently organizing a

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robust schedule of DTV Speakers Bureau events in Wilmington and its surrounding counties. In the two weeks leading up to the September transition, NAB will send its DTV Road Show to Wilmington.

Much like NAB's national campaign, the efforts in Wilmington include targeted outreach to populations disproportionately affected by the transition, such as minorities and seniors. About 1,750 African-American churches in Wilmington and across North Carolina are helping to educate their congregants on DTV as part of our joint education campaign with the National Black Church Initiative. Churches will distribute informational DTV literature and train volunteers to help elderly and disabled members fill out coupon applications and install converter boxes.

MSTV

MSTV is committed to educating consumers as well as industry participants about the digital transition. Consistent with our mission, MSTV focuses on the technical aspects of the transition. MSTV is actively involved in the DTV Transition Coalition and serve as member of the steering committee. In this capacity, MSTV provides technical information and outreach to members of the coalition. We have also participated on numerous panels and programs reaching out to these groups and consumers.

MSTV accelerated its technical outreach efforts during the second quarter of 2008 and continues to work with all segments of the industry to facilitate a smooth DTV transition. We hosted an all industry DTV meeting in during the NAB spring convention which brought together all industry groups including TV set manufactures, tower companies, broadcasters, of consumer groups, antenna manufacturers and the FCC.

MSTV continues to work with NCTA to facilitate technical coordination between the broadcast and cable industries. We published a Broadcast/Cable Reference Handbook and Technical Check list that will be used by cable operators and broadcasters in their technical discussions. All major broadcast and cable operators endorsed this handbook. We co-hosted three national webinars to address questions from both industries. In additional, MSTV has participated in several regional and state coordination meetings in Michigan, New England and Illinois. MSTV also made presentations at the annual NCTA convention and a two-day seminar held at the annual convention of the Society of Cable Television Engineers.

MSTV has also worked with the satellite industry to help facilitate the transition. A national webcast is planned for July 16, 2008 to help address technical questions that have arisen.

ABC and ABC News Now

ABC is committed to informing viewers of the upcoming transition to digital television. ABC is a member of NAB and supports NAB's consumer education campaign. The education efforts summarized below are separate from, and in addition to, the contributions of the ABC owned stations, which are set forth in each station's Form 388.

From April 1, 2008 to June 30, 2008, ABC Television Network ran approximately 39 on-air spots during 5:00 a.m. to 1:00 a.m. and ran approximately 87 crawls, snipes and tickers.

ABC News Now is also running DTV spots.

In addition to on-air spots, ABC has reached out to its viewers through other initiatives. Information about the DTV transition has been communicated to ABC viewers via Audience Information. Persons who submit feedback to ABC through the Web site www.ABC.com receive a response that includes information about the transition (date, what to do, etc). And for those who call ABC's Audience Information line, they hear basic information at the beginning of the recording and are prompted to press a digit to hear more information.

- Since April 1, 2008, the email response has been delivered to 136,436 viewers.
- Since April 1, 2008, the telephone message has been heard by 26,865 viewers.

ABC.com has added a DTV Frequently Asked Questions and DTV spots section to the Web site.

Finally, ABC's high definition ("HD") programming also encourages consumers to make the switch to digital. ABC airs all scripted series (dramas and comedies) in HD. In addition, the following also air in HD: *Dancing with the Stars*, *The View*, *Good Morning America*, *This Week* (beginning on 4/20/08), periodic news specials, select sports programs (roughly 50 percent of our sports programming) and most awards shows.

NBC and Telemundo Television Networks

The NBC and Telemundo Television Networks, as participants in DTV.gov Transition Partners and members of the NAB, are committed to informing viewers of the upcoming transition to digital television and support the NAB's consumer education campaign. The education efforts summarized below for the second quarter of 2008 represent the contributions of the networks and are separate from, and in addition to, the contributions of the NBC and Telemundo owned and operated stations, which are set forth in each station's Form 388.

NBC

The NBC Television Network is providing a total of one minute of DTV Public Service Announcements (PSAs) per week, 25 percent of which air in the extended prime time

period defined by the FCC's DTV consumer education rules. The NBC Television Network has provided the necessary graphics capability and has expanded the use of a key primetime snipe avail to include a DTV consumer education message. The network also has expanded the use of the local news crawls in the *Today Show* so that affiliates can add a DTV consumer education message. Affiliates have access to a special section of affiliatepromo.com where they can share creative elements and exchange ideas about consumer education with other NBC affiliates across the country. NBC's Local Media Division has produced and fed to NBC's affiliates a 30-minute informational program to help viewers prepare for the conversion from analog to digital television. A number of affiliates have already aired this program. Additional informational programs will be produced by NBC and made available for affiliates to air before February 17, 2009.

Telemundo

The Telemundo Network is committed to using a variety of resources to educate its Spanish-speaking viewers about the digital transition. On February 17, 2008 – one year before the official transition date and more than a month before the effective date of the FCC's new consumer education rules – the Telemundo Network launched its DTV consumer education campaign, entitled "Alerta Digital." On-air Telemundo personality Natalia Villaveces, who is the host and producer of "Nitido," Telemundo's weekend music and entertainment program, is the spokesperson for the campaign. In the second quarter of 2008, the Telemundo Network aired a total of four short segments addressing the digital transition. These segments, which addressed a range of issues including how to obtain a coupon before it's too late, how the digital transition will affect your electronic equipment and how to choose and buy a converter box, aired in the following network programs: *Al Rojo Vivo*, *Al Rojo Vivo Weekend* and *Noticiero Telemundo*.

The campaign also includes a dedicated page on Yahoo! Telemundo (www.yahootelemundo.com/AlertaDigital), which provides detailed information about the digital transition, including information about the converter box coupon program and a section where consumers can post questions and obtain expert answers. Telemundo stations with Web sites also provide links to this site, and Telemundo has registered speakers for the NAB's DTV Speakers Bureau.

In addition, Telemundo partnered with the NAB Road Show initiative and participated in three consumer outreach activities in Los Angeles and Denver, where the network provided branding and signage and bilingual representatives who answered questions about the transition.

Telemundo is providing to its owned and operated and affiliated stations five 30-second DTV consumer education PSAs per day as part of the network programming, including one PSA in the extended prime time period defined by the FCC's DTV consumer education rules. One of these PSAs promotes the government's converter box coupon program and another addresses the various options available to consumers to ensure they continue to receive television service after the transition. Telemundo also is

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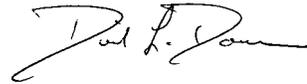
providing 16 DTV consumer education snipes per week, including four (25 percent) in extended prime time.

To support Telemundo stations' grassroots efforts, Telemundo produced 20,000 magnets promoting Alerta Digital and the DTV transition, which were shipped to all owned-and-operated ("O&O") stations. The magnets, which include a toll-free number and Web site address, have been distributed at local events, fairs, speaking engagements and other gatherings. Telemundo also has produced radio spots and Web banners promoting Alerta Digital. These have been made available to O&O stations and affiliates to use as they deem appropriate.

Sincerely,



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Lyle Elder
Eloise Gore
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Coalition members as of July 9, 2008

AARP
Advanced Television Systems Committee
Affinity Marketing
Alabama Broadcasters Association
Alaska Broadcasters Association
Alliance for Public Technology
Alliance for Rural Television (ART)
American Association of People with Disabilities (AAPD)
American Cable Association (ACA)
American Legislative Exchange Council (ALEC)
American Library Association (ALA)
Archway Marketing Services
Arizona - New Mexico Cable Communications Association
Arizona Broadcasters Association
Arkansas Broadcasters Association
Arland Communications, Inc
Asian American Justice Center
Association for Maximum Service Television, Inc. (MSTV)
Association of Cable Communicators
Association of Public Television Stations (APTS)
Audio Quest
Bay Creek Communications
Best Buy
Black Leadership Forum Inc.
Broadband Cable Association of Pennsylvania (BCAP)
Broadcast Education Association
Broadband Solutions and Testing, Inc
Broadcom
Cable and Telecommunications Association for Marketing (CTAM)
Cable Telecommunications Association of New York, Inc.
Cable Television Association of Georgia
California Broadcasters Association
Call For Action
Care2
CENTRIS
Cision
Circuit City
Cisco Systems, Inc.
CNET
Coalition for Independent Ratings Services
Colorado Broadcasters Association
Communications Workers of America
Community Broadcasters Association
Congressional Black Caucus
Congressional Hispanic Caucus
Connecticut Broadcasters Association
Consumer Action
Consumer Electronic Retailers Coalition (CERC)
Consumer Electronics Association (CEA)
Consumers for Competitive Choice
Convertmy.tv
Corporation for National and Community Service
Corporation for Public Broadcasting
Councilmember Mary Cheh's Office
Cox Communications
Crosby Volmer International
Custom Electronic Design & Installation Association (CEDIA)
DIRECTV
Disaboom
Disney
District of Columbia Office of Cable Television
DITEC
EchoStar Satellite LLC
Edison Group
Effros Communications
Electronic Industries Alliance (EIA)
Entertainment Industries Council, Inc. (EIC)
Entertainment Publicists Professional Society
Esperanza
Family, Career and Community Leaders of America Inc. (FCCLA)
Federal Citizens Information Center
Federal Communications Commission
Florida Association of Broadcasters
Future Farmers of America
Georgia Association of Broadcasters
Goodwill Industries International
Greater New Orleans Broadcasters Association (GNOBA)
Hawaii Association of Broadcasters
Heat Surge, LLC
High Tech DTV Coalition
Home Theater Specialists of America (HTSA)
Homes.org
IBM
Idaho State Broadcasters Association
Illinois Broadcasters Association
Indiana Broadcasters Association
Information Technology Industry Council (ITIC)
Institute of Real Estate Management
Iowa Broadcasters Association
Iowa Cable & Telecommunications Association, Inc
Isis Video and Editing Services
KA6UTC
Kansas Association of Broadcasters
KCET
Kentucky Broadcasters Association
KGTV
Kinsella/Novak Communications, LLC
K Mart



Coalition members as of July 9, 2008

KTSF
Latinos in Information Sciences and Technology Association
Latino Literacy Now
Leadership Conference on Civil Rights (LCCR)
League of United Latin American Citizens
LG Electronics
Louisiana Association of Broadcasters
Louisiana Cable & Telecommunications Association
Maine Association of Broadcasters
Maryland/D.C./Delaware Broadcasters Association
Massachusetts Broadcasters Association
Meals on Wheels Association of America (MOWA)
Media Freedom Project
MediaTides LLC
Mexican American Opportunity Foundation
Michigan Association of Broadcasters
Microtune
Minnesota Broadcasters Association
Minority Media Telecommunications Council
Mississippi Association of Broadcasters
Missouri Broadcasters Association
Mitsubishi Digital Electronics
Mobile Media Enterprises
Montana Broadcasters Association
NAACP
National Alliance of State Broadcast Associations (NASBA)
National Asian Pacific Center on Aging
National Association of Area Agencies on Aging
National Association of Black Journalists (NABJ)
National Association of Black Owned Journalists
National Association of Broadcasters (NAB)
National Association of Consumer Agency Administrators (NACAA)
National Association of Counties (NACo)
National Association of Hispanic Journalists
National Association of Latino Elected Officials
National Association of Latino Independent Producers
National Association of Manufacturers (NAM)
National Association of Neighborhoods
National Association of Regulatory Utility Commissioners
National Association of Residential Property Managers (NARPM)
National Association of Telecommunications and Advisors (NATOA)
National Black Church Initiative
National Cable & Telecommunications Association (NCTA)
National Coalition of Black Civic Participation
National Consumer's League
National Consumer Voice for Quality Long-Term Care (NCCNHR)
National Council of LaRaza
National Education Association
National Fair Housing Alliance
National Grange
National Grocers Association (NGA)
National Hispanic Media Coalition
National Newspaper Publishers Association News Service
National Organization of Black County Officials
National Organization for Youth Safety
National Religious Broadcasters (NRB)
National Urban League (NUL)
Native American Journalists Association
Navigant Consulting, Inc.
National Council on Aging
Nebraska Broadcasters Association
Nevada Broadcasters Association
New Hampshire Association of Broadcasters
New Jersey Broadcasters Association
New Mexico Broadcasters Association
New Tang Dynasty Television
New York State Broadcasters Association
Nielsen Company
North American Retail Dealers Association (NARD)
North Carolina Association of Broadcasters
North Dakota Broadcasters Association
Northern Virginia Resource Center for Deaf and Hard of Hearing Persons
Ohio Association of Broadcasters
Ohio Cable Telecommunications Association (Stoddard)
Oklahoma Association of Broadcasters
Oregon Association of Broadcasters
Panasonic Corporation of North America
PCIA -- The Wireless Infrastructure Association
Pennsylvania Association of Broadcasters
Philips Consumer Electronics
Piedmont Triad Council of Governments
Plasma Display Coalition
Public Broadcasting Service (PBS)
Public Cable Television Authority
Qualcomm
RADD
RadioShack
Rainbow PUSH Coalition
Raycom Communications
RCA/Audio Video
Retail Industry Leaders Association
Retirement Living TV
Rhode Island Broadcasters Association
Rural Coalition
Samsung Electronics
Sanyo Fisher



Coalition members as of July 9, 2008

Sanyo Manufacturing Corporation
Satellite Broadcasting and Communications
Association (SBCA)
Sears
SendTech, Inc
Signals Unlimited
Society of Motion Picture & Television Engineers
South Carolina Broadcasters Association
South Dakota Broadcasters Association
South Dakota Public Broadcasting
Southern Growth Policies Board
Special Olympics
Target
Telecommunications Industry Association (TIA)
Tennessee Association of Broadcasters
Terrestrial Digital
Texas Association of Broadcasters
Texas Cable & Telecommunications Association
Texas Instruments
Texas Metro Data & Marketing
THAT Corp.
Thomson
TitanTV Media
U.S. Chamber of Commerce
United Front Media
Universal Remote Control
Utah Broadcasters Association
Verizon
Vermont Association of Broadcasters
Virginia Association of Broadcasters
Voices of September 11th
Wal-Mart
Washington State Association of Broadcasters
Washington Urban League
WBAL
Wineguard Company
Wisconsin Broadcasters Association
Wisconsin Cable Communications Association
WLMB TV40
WUSA
Wyoming Association of Broadcasters
Zenith Electronics LLC

PRESS RELEASE

DTVAnswers.com

An Initiative of the National Association of Broadcasters

For Immediate Release
June 16, 2008

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New National Poll Shows Near-Universal Awareness of DTV

Ninety percent of Americans know about February 17, 2009
switch to digital television

WASHINGTON – The vast majority of the American public is aware of the upcoming transition to digital television (DTV), according to a new survey released today by the National Association of Broadcasters (NAB).

In a telephone survey of 31,426 television households, 90 percent of respondents reported being aware that broadcast television signals and programming will switch to a digital format on February 17, 2009, up from 83 percent found in an NAB-commissioned survey in January 2008.

The number of Americans who can identify when the transition will happen has also jumped dramatically. Thirty-six percent of all respondents and 41 percent of broadcast-only households were able to correctly name the date of the transition as “February 2009” or “February 17, 2009.” These numbers are up significantly from January 2008, when only 18 percent and 22 percent respectively could name the transition date.

“Broad awareness of the DTV transition among American households is approaching near-universal levels, as viewers increase their knowledge base on the issue,” said Seth Geiger, president of Smith-Geiger LLC, which conducted the poll between March 29 and May 13, 2008.

With television advertisements about the digital switch inundating the airwaves nationwide, the massive consumer education campaign led by broadcasters is proving extremely effective in raising awareness. Seventy percent of households reported having seen messages on television that discussed the transition to digital broadcasting, and 82 percent of those who saw the messages thought they were helpful.

“While we are greatly encouraged with near-universal awareness by Americans, broadcasters will continue their aggressive efforts to ensure all viewers know how to upgrade and take the steps soon to ensure a seamless transition to digital,” said Jonathan Collegio, NAB vice president of digital television transition.

By February 17, 2009, every full-power television station must begin broadcasting exclusively in a digital format. While digital television is available now, consumers who watch free television using antennas on TV sets that have built-in analog tuners need to take steps to receive a digital signal. They may either purchase a DTV converter box, a digital television set, or subscribe to a pay television service, such as cable or satellite.

The broadcast television industry is engaged in multiple on-air, online and grassroots initiatives to educate Americans about how they can prepare for the transition. Television and radio stations nationwide are running ads produced by NAB that highlight the transition date and the government-run converter box coupon program. More than 1,100 local broadcasters have volunteered to speak to their communities and civic groups at public venues as members of NAB’s DTV Speakers Bureau.

Together with the Federal Communications Commission and the National Telecommunications and Information Administration, NAB is aggressively reaching out to minorities, seniors and other populations disproportionately affected by the transition. NAB has partnered with the National Black Church Initiative to educate more than 8 million African American congregants about DTV, and a series of town hall forums in coordination with Univision and Telemundo is drawing huge Hispanic audiences.

About DTVAnswers.com

DTVAnswers.com is the official Web site of the National Association of Broadcasters’ digital television (DTV) transition campaign. Launched in January 2007, the DTV campaign’s mission is to ensure that no consumer is left unprepared, due to lack of information, for the February 17, 2009 federally mandated transition from analog to digital broadcasting.

About NAB

The National Association of Broadcasters is the premier advocacy association for America’s broadcasters. As the voice of more than 8,300 radio and television stations, NAB advances their interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org.

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June 23, 2008

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88 Percent of Hispanic Households Know About Switch to Digital TV Increase in awareness among broadcast-only Hispanic homes has tripled

WASHINGTON – With eight months to go before the nation transitions to all-digital television (DTV) broadcasting, awareness among America’s most at-risk population—broadcast-only Hispanic households—has tripled.

Transition Awareness

A new poll released today by the National Association of Broadcasters (NAB) found 88 percent of overall Hispanic households were aware that television broadcasting would be switching to a digital format, up from 74 percent in a January 2008 survey commissioned by NAB.

The results also showed a dramatic rise in awareness among the transition’s most at-risk population: broadcast-only Hispanic households, meaning homes that get free reception exclusively over the air using rooftop or indoor television antennas. **Of this group, 91 percent stated they knew about the upcoming switch, a significant jump from a September 2007 poll that reported only 31 percent as being aware.**

Even among Spanish-speaking households, awareness remains high. Eighty-nine percent of respondents who chose to participate in the survey interview in Spanish were aware of the digital transition, as were 90 percent of those who were interviewed in English.

“Previously, Hispanic Americans showed much lower levels of awareness about DTV with respect to the overall U.S. population, with particularly low rates for Spanish-speaking households,” said Seth Geiger, president of Smith-Geiger LLC, which conducted the poll between March 29 and May 13, 2008. “This survey shows that those gaps have been nearly closed.”

Hearing about Transition

The findings indicate that intense consumer outreach efforts led by broadcasters have succeeded in penetrating the Hispanic population, one of the most disproportionately affected by the transition. When asked how they heard about the switch, 68 percent of Hispanic households recalled seeing messages on TV.

According to a Knowledge Networks/SRI Home Technology Monitor survey, Hispanics make up 31.8 percent of over-the-air U.S. households, and more than 40 percent of Spanish-speaking households are over the air.

“Having learned early on that Spanish-speaking homes depend on free broadcast television more than any other group, we made sure that language wouldn’t become a barrier to families getting the best television has to offer,” said NAB Vice President for Digital Television Jonathan Collegio.

Broadcasters Reaching Out

On June 24, information about DTV will be on display for Hispanic organizations nationwide at Esperanza USA’s annual conference and prayer breakfast in Washington, D.C. In partnership with NAB, Esperanza has agreed to use its 10,000-strong network of Hispanic faith and community-based agencies around the country to educate Hispanics on the switch to digital. Besides distributing literature at this week’s National Hispanic Prayer Breakfast, Esperanza is also providing DTV information in its monthly communications to members.

Since 2007, NAB has been working with Spanish-language network Univision on a series of town hall meetings about the DTV transition. The hour-long televised events have already drawn huge audiences in Chicago and San Francisco, and many more are planned in some of the nation’s largest Spanish-language television markets, including New York, Miami and Atlanta.

Spanish-speaking broadcasters have also joined NAB’s DTV Speakers Bureau to explain to their communities how to prepare for the switch. NAB has provided its partners with free DTV-related educational materials, as well as TV and radio public service announcements, in both English and Spanish.

By law, every full-power television station must begin broadcasting only in digital on February 17, 2009. Over-the-air viewers will need to upgrade their TV sets to DTV by either purchasing a converter box or digital TV set, or subscribing to a pay service, such as cable or satellite.

About DTVAnswers.com

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unprepared, due to lack of information, for the February 17, 2009, federally-mandated transition from analog to digital broadcasting.

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Awareness of Digital Television (DTV) Transition Reaches 88 Percent in Alabama

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Alabama know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 88 percent of Alabama households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 187,500 homes in Alabama rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Alabama:

- 88 percent of households are aware television is switching to digital
- 37 percent of households correctly stated the date of the transition
- 69 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 87 Percent in Alaska

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Alaska know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 87 percent of Alaska households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 42,620 homes in Alaska rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Alaska:

- 87 percent of households are aware television is switching to digital
- 28 percent of households correctly stated the date of the transition
- 67 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 91 Percent in Arizona

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Arizona know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 91 percent of Arizona households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 369,580 homes in Arizona rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Arizona:

- 91 percent of households are aware television is switching to digital
- 35 percent of households correctly stated the date of the transition
- 69 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 89 Percent in Arkansas

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Arkansas know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 89 percent of Arkansas households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 144,240 homes in Arkansas rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Arkansas:

- 89 percent of households are aware television is switching to digital
- 42 percent of households correctly stated the date of the transition
- 70 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 88 Percent in California

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in California know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 88 percent of California households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 1,990,900 homes in California rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in California:

- 88 percent of households are aware television is switching to digital
- 27 percent of households correctly stated the date of the transition
- 65 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 91 Percent in Colorado

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Colorado know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 91 percent of Colorado households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 294,870 homes in Colorado rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Colorado:

- 91 percent of households are aware television is switching to digital
- 39 percent of households correctly stated the date of the transition
- 67 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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Awareness of Digital Television (DTV) Transition Reaches 90 Percent in Connecticut

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Connecticut know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 90 percent of Connecticut households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 78,710 homes in Connecticut rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Connecticut:

- 90 percent of households are aware television is switching to digital
- 32 percent of households correctly stated the date of the transition
- 71 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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Awareness of Digital Television (DTV) Transition Reaches 90 Percent in Delaware

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Delaware know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 90 percent of Delaware households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 24,700 homes in Delaware rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Delaware:

- 90 percent of households are aware television is switching to digital
- 30 percent of households correctly stated the date of the transition
- 68 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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Awareness of Digital Television (DTV) Transition Reaches 87 Percent in District of Columbia

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in the District of Columbia know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 87 percent of D.C. households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 47,170 homes in the District of Columbia rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in the District of Columbia:

- 87 percent of households are aware television is switching to digital
- 28 percent of households correctly stated the date of the transition
- 72 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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Awareness of Digital Television (DTV) Transition Reaches 88 Percent in Florida

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Florida know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 88 percent of Florida households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 637,410 homes in Florida rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Florida:

- 88 percent of households are aware television is switching to digital
- 34 percent of households correctly stated the date of the transition
- 71 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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Awareness of Digital Television (DTV) Transition Reaches 88 Percent in Georgia

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Georgia know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 88 percent of Georgia households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 324,420 homes in Georgia rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Georgia:

- 88 percent of households are aware television is switching to digital
- 33 percent of households correctly stated the date of the transition
- 69 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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Awareness of Digital Television (DTV) Transition Reaches 87 Percent in Hawaii

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Hawaii know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 87 percent of Hawaii households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 25,010 homes in Hawaii rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Hawaii:

- 87 percent of households are aware television is switching to digital
- 30 percent of households correctly stated the date of the transition
- 71 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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Awareness of Digital Television (DTV) Transition Reaches 94 Percent in Idaho

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Idaho know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 94 percent of Idaho households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 135,420 homes in Idaho rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Idaho:

- 94 percent of households are aware television is switching to digital
- 42 percent of households correctly stated the date of the transition
- 70 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

About DTVAnswers.com

DTVAnswers.com is the official Web site of the National Association of Broadcasters' digital television (DTV) transition campaign. Launched in January 2007, the DTV campaign's mission is to ensure that no consumer is left unprepared, due to lack of information, for the February 17, 2009, federally-mandated transition from analog to digital broadcasting.

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For Immediate Release
July 1, 2008

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Awareness of Digital Television (DTV) Transition Reaches 91 Percent in Illinois

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Illinois know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 91 percent of Illinois households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 801,940 homes in Illinois rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Illinois:

- 91 percent of households are aware television is switching to digital
- 39 percent of households correctly stated the date of the transition
- 71 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 91 Percent in Indiana

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Indiana know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 91 percent of Indiana households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 453,380 homes in Indiana rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Indiana:

- 91 percent of households are aware television is switching to digital
- 42 percent of households correctly stated the date of the transition
- 75 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 93 Percent in Iowa

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Iowa know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 93 percent of Iowa households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 224,350 homes in Iowa rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Iowa:

- 93 percent of households are aware television is switching to digital
- 45 percent of households correctly stated the date of the transition
- 79 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 92 Percent in Kansas

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Kansas know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 92 percent of Kansas households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 150,130 homes in Kansas rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Kansas:

- 92 percent of households are aware television is switching to digital
- 39 percent of households correctly stated the date of the transition
- 73 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 92 Percent in Kentucky

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Kentucky know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 92 percent of Kentucky households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 203,590 homes in Kentucky rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Kentucky:

- 92 percent of households are aware television is switching to digital
- 37 percent of households correctly stated the date of the transition
- 67 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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Awareness of Digital Television (DTV) Transition Reaches 87 Percent in Louisiana

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Louisiana know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 87 percent of Louisiana households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

The DTV transition will affect households in Louisiana that rely on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Louisiana:

- 87 percent of households are aware television is switching to digital
- 37 percent of households correctly stated the date of the transition
- 65 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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Awareness of Digital Television (DTV) Transition Reaches 92 Percent in Maine

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Maine know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 92 percent of Maine households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 87,380 homes in Maine rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Maine:

- 92 percent of households are aware television is switching to digital
- 43 percent of households correctly stated the date of the transition
- 77 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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Awareness of Digital Television (DTV) Transition Reaches 90 Percent in Maryland

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Maryland know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 90 percent of Maryland households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 259,830 homes in Maryland rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Maryland:

- 90 percent of households are aware television is switching to digital
- 37 percent of households correctly stated the date of the transition
- 68 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 89 Percent in Massachusetts

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Massachusetts know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 89 percent of Massachusetts households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 146,510 homes in Massachusetts rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Massachusetts:

- 89 percent of households are aware television is switching to digital
- 35 percent of households correctly stated the date of the transition
- 68 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 92 Percent in Michigan

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Michigan know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 92 percent of Michigan households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 566,100 homes in Michigan rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Michigan:

- 92 percent of households are aware television is switching to digital
- 38 percent of households correctly stated the date of the transition
- 75 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 93 Percent in Minnesota

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Minnesota know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 93 percent of Minnesota households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 457,140 homes in Minnesota rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Minnesota:

- 93 percent of households are aware television is switching to digital
- 43 percent of households correctly stated the date of the transition
- 75 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 85 Percent in Mississippi

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Mississippi know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 85 percent of Mississippi households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

The DTV transition will affect households in Mississippi that rely on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Mississippi:

- 85 percent of households are aware television is switching to digital
- 33 percent of households correctly stated the date of the transition
- 64 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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Awareness of Digital Television (DTV) Transition Reaches 94 Percent in Missouri

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Missouri know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 94 percent of Missouri households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 478,030 homes in Missouri rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Missouri:

- 94 percent of households are aware television is switching to digital
- 41 percent of households correctly stated the date of the transition
- 76 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Montana know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 89 percent of Montana households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 71,040 homes in Montana rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Montana:

- 89 percent of households are aware television is switching to digital
- 36 percent of households correctly stated the date of the transition
- 69 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Nebraska know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 91 percent of Nebraska households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 88,550 homes in Nebraska rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Nebraska:

- 91 percent of households are aware television is switching to digital
- 44 percent of households correctly stated the date of the transition
- 75 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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Awareness of Digital Television (DTV) Transition Reaches 90 Percent in Nevada

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Nevada know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 90 percent of Nevada households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 111,060 homes in Nevada rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Nevada:

- 90 percent of households are aware television is switching to digital
- 39 percent of households correctly stated the date of the transition
- 74 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch.

Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

About DTVAnswers.com

DTVAnswers.com is the official Web site of the National Association of Broadcasters' digital television (DTV) transition campaign. Launched in January 2007, the DTV campaign's mission is to ensure that no consumer is left unprepared, due to lack of information, for the February 17, 2009, federally-mandated transition from analog to digital broadcasting.

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For Immediate Release
July 2, 2008

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Awareness of Digital Television (DTV) Transition Reaches 89 Percent in New Hampshire

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in New Hampshire know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 89 percent of New Hampshire households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 35,030 homes in New Hampshire rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in New Hampshire:

- 89 percent of households are aware television is switching to digital
- 33 percent of households correctly stated the date of the transition
- 69 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 90 Percent in New Jersey

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in New Jersey know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 90 percent of New Jersey households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 109,620 homes in New Jersey rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in New Jersey:

- 90 percent of households are aware television is switching to digital
- 29 percent of households correctly stated the date of the transition
- 66 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 92 Percent in New Mexico

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in New Mexico know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 92 percent of New Mexico households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 140,900 homes in New Mexico rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in New Mexico:

- 92 percent of households are aware television is switching to digital
- 38 percent of households correctly stated the date of the transition
- 72 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 89 Percent in New York

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in New York know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 89 percent of New York households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 668,330 homes in New York rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in New York:

- 89 percent of households are aware television is switching to digital
- 32 percent of households correctly stated the date of the transition
- 66 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 92 Percent in North Carolina

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in North Carolina know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 92 percent of North Carolina households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 432,740 homes in North Carolina rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in North Carolina:

- 92 percent of households are aware television is switching to digital
- 37 percent of households correctly stated the date of the transition
- 71 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 90 Percent in North Dakota

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in North Dakota know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 90 percent of North Dakota households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 39,100 homes in North Dakota rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in North Dakota:

- 90 percent of households are aware television is switching to digital
- 41 percent of households correctly stated the date of the transition
- 75 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 91 Percent in Ohio

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Ohio know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 91 percent of Ohio households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 720,800 homes in Ohio rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Ohio:

- 91 percent of households are aware television is switching to digital
- 40 percent of households correctly stated the date of the transition
- 72 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 93 Percent in Oklahoma

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Oklahoma know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 93 percent of Oklahoma households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 229,110 homes in Oklahoma rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Oklahoma:

- 93 percent of households are aware television is switching to digital
- 42 percent of households correctly stated the date of the transition
- 74 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 89 Percent in Oregon

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Oregon know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 89 percent of Oregon households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 292,850 homes in Oregon rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Oregon:

- 89 percent of households are aware television is switching to digital
- 32 percent of households correctly stated the date of the transition
- 69 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

About DTVAnswers.com

DTVAnswers.com is the official Web site of the National Association of Broadcasters' digital television (DTV) transition campaign. Launched in January 2007, the DTV campaign's mission is to ensure that no consumer is left unprepared, due to lack of information, for the February 17, 2009, federally-mandated transition from analog to digital broadcasting.

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July 2, 2008

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Awareness of Digital Television (DTV) Transition Reaches 93 Percent in Pennsylvania

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Pennsylvania know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 93 percent of Pennsylvania households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 465,840 homes in Pennsylvania rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Pennsylvania:

- 93 percent of households are aware television is switching to digital
- 39 percent of households correctly stated the date of the transition
- 70 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 97 Percent in Puerto Rico

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Puerto Rico know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 97 percent of households in Puerto Rico were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

The DTV transition will affect homes in Puerto Rico that rely on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Puerto Rico:

- 97 percent of households are aware television is switching to digital
- 58 percent of households correctly stated the date of the transition
- 84 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 89 Percent in Rhode Island

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Rhode Island know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 89 percent of Rhode Island households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 49,570 homes in Rhode Island rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Rhode Island:

- 89 percent of households are aware television is switching to digital
- 41 percent of households correctly stated the date of the transition
- 71 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 89 Percent in South Carolina

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in South Carolina know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 89 percent of South Carolina households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 230,230 homes in South Carolina rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in South Carolina:

- 89 percent of households are aware television is switching to digital
- 41 percent of households correctly stated the date of the transition
- 69 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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Awareness of Digital Television (DTV) Transition Reaches 90 Percent in South Dakota

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in South Dakota know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 90 percent of South Dakota households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 36,870 homes in South Dakota rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in South Dakota:

- 90 percent of households are aware television is switching to digital
- 44 percent of households correctly stated the date of the transition
- 73 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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Awareness of Digital Television (DTV) Transition Reaches 90 Percent in Tennessee

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Tennessee know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 90 percent of Tennessee households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 309,740 homes in Tennessee rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Tennessee:

- 90 percent of households are aware television is switching to digital
- 37 percent of households correctly stated the date of the transition
- 73 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

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Awareness of Digital Television (DTV) Transition Reaches 92 Percent in Texas

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Texas know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 92 percent of Texas households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 1,715,980 homes in Texas rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Texas:

- 92 percent of households are aware television is switching to digital
- 37 percent of households correctly stated the date of the transition
- 72 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

About DTVAnswers.com

DTVAnswers.com is the official Web site of the National Association of Broadcasters' digital television (DTV) transition campaign. Launched in January 2007, the DTV campaign's mission is to ensure that no consumer is left unprepared, due to lack of information, for the February 17, 2009, federally-mandated transition from analog to digital broadcasting.

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For Immediate Release
July 1, 2008

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Awareness of Digital Television (DTV) Transition Reaches 91 Percent in Utah

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Utah know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 91 percent of Utah households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 214,500 homes in Utah rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Utah:

- 91 percent of households are aware television is switching to digital
- 28 percent of households correctly stated the date of the transition
- 69 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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July 2, 2008

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Awareness of Digital Television (DTV) Transition Reaches 93 Percent in Vermont

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Vermont know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 93 percent of Vermont households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 31,340 homes in Vermont rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Vermont:

- 93 percent of households are aware television is switching to digital
- 37 percent of households correctly stated the date of the transition
- 73 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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July 2, 2008

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Awareness of Digital Television (DTV) Transition Reaches 92 Percent in Virginia

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Virginia know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 92 percent of Virginia households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 296,600 homes in Virginia rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Virginia:

- 92 percent of households are aware television is switching to digital
- 38 percent of households correctly stated the date of the transition
- 71 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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July 2, 2008

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Awareness of Digital Television (DTV) Transition Reaches 91 Percent in Washington

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Washington know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 91 percent of Washington households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 364,490 homes in Washington rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Washington:

- 91 percent of households are aware television is switching to digital
- 31 percent of households correctly stated the date of the transition
- 67 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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July 2, 2008

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Awareness of Digital Television (DTV) Transition Reaches 85 Percent in West Virginia

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in West Virginia know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 85 percent of West Virginia households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 49,410 homes in West Virginia rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in West Virginia:

- 85 percent of households are aware television is switching to digital
- 33 percent of households correctly stated the date of the transition
- 66 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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Awareness of Digital Television (DTV) Transition Reaches 92 Percent in Wisconsin

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Wisconsin know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 92 percent of Wisconsin households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 504,760 homes in Wisconsin rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Wisconsin:

- 92 percent of households are aware television is switching to digital
- 45 percent of households correctly stated the date of the transition
- 72 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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July 2, 2008

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Awareness of Digital Television (DTV) Transition Reaches 90 Percent in Wyoming

WASHINGTON – The National Association of Broadcasters (NAB) today released a new poll that shows most consumers in Wyoming know about the nationwide switch to digital television (DTV), which will be completed on February 17, 2009.

Conducted March 29 through May 13 by Smith-Geiger LLC, the survey reported 90 percent of Wyoming households were aware that full-power television stations will be switching their broadcast signals and programming to an all-digital format. Across the country, consumer awareness of the DTV transition is nearly universal at 90 percent.

An estimated 18,460 homes in Wyoming rely exclusively on over-the-air television, meaning they watch free TV broadcasts using rabbit ear or rooftop antennas. These households will need to take steps to receive a digital television signal by February 17, 2009, when all full-power stations must begin broadcasting only in digital.

Among the survey's key findings in Wyoming:

- 90 percent of households are aware television is switching to digital
- 32 percent of households correctly stated the date of the transition
- 69 percent of households recalled seeing DTV messages on TV

Led by NAB, broadcasters nationwide are focusing their efforts on educating Americans about the actions they need to take to be prepared for the switch. Over-the-air viewers must either purchase a converter box or digital TV set, or subscribe to a pay service, such as cable or satellite. Local television and radio

stations will continue running spots that highlight the transition date and the government's converter box coupon program, as well as explain the benefits of DTV and the ways consumers can upgrade to digital.

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85 Percent of African-American Households Aware of Digital TV Transition

WASHINGTON, DC — As the broadcast industry's switch to exclusively digital television (DTV) approaches, awareness among African-Americans has jumped sharply during the first half of 2008, according to a new poll released today by the National Association of Broadcasters (NAB).

Transition Awareness

In a telephone survey conducted between March 29 and May 13, 85 percent of African-American households reported being aware that television broadcasting would be switching to an all-digital format. **This reflects a 12 percent increase in less than six months. An NAB-commissioned survey in January 2008 found 73 percent of African-Americans were aware of the transition.**

The survey also reflects rising awareness of the DTV transition date. Thirty-two percent of African-American households accurately stated "February 2009" or "February 17, 2009," as the transition date, up from 12 percent in January 2008. In the current poll, 3,643 African-American households were interviewed. Both surveys were conducted by Smith-Geiger LLC.

"From the beginning, broadcasters have paid special attention to educating African-Americans and other minority populations that would be most affected by the transition," said Jonathan Collegio, NAB vice president for digital television transition. "These results show that our dedicated efforts are gaining traction months ahead of the transition."

Broadcasters Reaching Out

When asked how they heard about the switch, 64 percent of African-American households recalled seeing messages on TV, a clear indication that television is driving consumer awareness levels higher.

According to a Knowledge Networks/SRI Home Technology Monitor survey, 27.5 percent of over-the-air households in America are African-American, which is why the broadcast industry is vigorously pursuing initiatives to help these communities understand how to prepare for the switch.

Churches are playing a key role in educating African-Americans under a unique partnership between NAB and the National Black Church Initiative (NBCI). NBCI is disseminating informational DTV literature to congregants across its national network of 34,000 black churches. Some churches are training volunteers to assist elderly and disabled members in applying for government converter box coupons and hooking up boxes.

The law requires all full-power television stations to begin broadcasting only in digital by February 17, 2009. Viewers who watch free, over-the-air television on analog TV sets can get DTV by either purchasing a converter box or digital TV set, or subscribing to cable, satellite or other pay TV service.

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