

Background

The term digital transition refers to the time period during which broadcasters are making the switch from analog to digital broadcasting. Congress has enacted legislation that would ensure **the transition is completed by February 17, 2009**, at which time broadcasters must return their analog spectrum and begin broadcasting in the digital format only. Consumers that rely on "rabbit ears" to receive local broadcast stations over-the-air will no longer be able to view the signals after the transition.

All TVs hooked up to Cox cable or digital cable will continue to receive a signal from Cox and require no action from customers. Consumers with older TVs (without a built-in digital tuner) that are not hooked up to cable have three options:

- Purchase a converter box that will down-convert the digital signals into analog
- Purchase a new TV with a digital tuner built in
- Subscribe to cable

Key Messages

- Congress mandated that by February 17, 2009, television broadcast stations must return their analog spectrum to the government and broadcast in digital format over the public airwaves.
- Any TV hooked up to analog or digital cable will not be affected. Cox will continue to offer an analog signal option for at least three years after this deadline for those customers that have not upgraded all TVs to Cox Digital Cable.
- If you are a Cox cable customer and you have a TV in your home that is not currently hooked up to cable, you can call us to schedule an additional outlet installation, purchase an analog to digital converter box, or buy a new TV with a digital tuner.

Quick Reference Guide

If you have an older television not currently hooked up to cable, you have three options:

Options	Details	Consumer action
Subscribe to Cox and make sure all TVs in your home are hooked up	All customers will continue to receive signals, even on additional outlets, for at least three years after the transition	None necessary.
Purchase a new TV with a built in digital tuner	TVs with a built in digital tuner need no additional equipment to view broadcast signals	Check your TV Owner's Manual. TVs purchased after March 1, 2007 and those sold in recent years that are 25 inches or larger have digital tuners embedded so a separate converter is not needed to receive and display the over-the-air digital signals.
Purchase a converter box to use with an analog TV	The boxes, for use with older, analog TV sets, will be available for purchase in retail locations in mid-February 2008.	Starting January 1, 2008, all U.S. households will be eligible to request up to two coupons, worth \$40 each, to be used toward the purchase of up to two, digital-to-analog converter boxes.

Digital-to-Analog Converter Box Coupon Program Details:

- Beginning January 1, 2008, consumers may request a maximum of two coupons worth \$40 each through a Web site, via a toll-free number, or by mail.
- Consumers may call toll free 1-888-DTV-2009 (1-888-388-2009) in English and Spanish for updates.
- The converter boxes will be available for purchase at major retailers in mid-February 2008.
- Coupon Program details, Frequently Asked Questions and program brochure are online: www.dtvtransition.org.

What is the Digital TV transition?

The digital TV transition refers to the time period during which broadcasters are making the switch from analog to digital broadcasting. On February 17, 2009, the nation's broadcast television stations will begin broadcasting exclusively in digital.

Why is the government implementing the digital transition?

Changing over to a digital format will reduce the amount of signal spectrum the nation's TV broadcasting system uses, freeing up extra capacity for first-responders such as local police and fire departments to enhance the way they react to emergencies. In addition, changing to digital broadcasting lets TV stations send clearer signals through the air. Picture and sound quality will be better.

Will consumers be able to watch digital television on their existing analog sets?

All Cox customers will be able to watch these television stations on any television hooked up to cable. Cox Digital Cable customers already receive these channels in digital format, and Cox is committed to converting these digital channels for its analog customers for at least three years after this deadline. Non-cable customers can subscribe to our service or obtain an analog-to-digital converter box from many retail outlets beginning in mid-February 2008.

What should I do first to prepare for TV's digital transition?

First, take an inventory of the television sets in your home. Even if you're a cable customer, you may have one or more sets that aren't hooked up to cable. These secondary sets are likely to be "analog" -- that is, they probably don't have the digital tuners that are featured in all of the "digital" TV sets available today. These older sets won't be able to tune in the digital signals that TV stations will start broadcasting in February 2009.

How do I know if my TV is digital ready?

Typically, TVs purchased in the last few years that are 25 inches or larger have digital tuners embedded so a separate converter is not needed to receive and display the over-the-air digital signals. Check your owner's manual or contact the manufacturer to be certain. Here are some general guidelines:

- If you bought your TV set before 1998, it probably doesn't have a digital tuner.
- If you bought a big-screen, projection TV between 1998 and 2004, it's possible there's a built-in digital tuner inside. But chances aren't great. Only a limited percentage of projection TV sets (and generally only those 42 inches in diameter or larger) included digital tuners before 2004.
- If you've purchased a new TV set since 2004, your chances of having a built-in digital tuner improve dramatically. Starting in 2004, many of the TV sets sold at popular electronics stores have featured digital tuners that will let you receive the new digital over-the-air broadcasts starting in February 2009.

What do I need to do to receive digital signals?

If you don't have Cox cable or Cox digital cable, you will need to subscribe to cable, purchase an analog-to-digital converter or purchase a new digital television. **Cox subscribers will not need to take any action to receive digital programming.** For at least three years after this deadline, Cox will continue to offer analog signals to customers who choose not to subscribe to Cox's digital services.

Will I need a new TV if I have an analog TV?

When broadcast stations stop analog service, you will still be able to use your analog TV to view over-the-air broadcast content if your TV is hooked up to cable, or if you purchase a special digital to analog converter box that will be available at retail locations.

Who will pay for the special converter that analog customers will need?

If you decide to purchase a converter, the government will help you pay for the necessary equipment. Beginning January 1, 2008, consumers can apply for up to two \$40 coupons to be used towards the purchase of an analog to digital receiver. Consumers may call toll free 1-888-DTV-2009 (1-888-388-2009) in English and Spanish for updates. Coupon Program details, Frequently Asked Questions and a program brochure are online: www.dtvtransition.org

When will the converter boxes be available for purchase?

The converter boxes are slated to be available for purchase in mid-February 2008. Several national retail chains have already committed to selling the boxes. They include: Best Buy, Wal-Mart, Circuit City, Target, Sears, Kmart and RadioShack.