

10 DTV MYTHS



AND THE FACTS TO DISPEL THEM

Be more  PBS

MYTH: I NEED TO BUY A NEW TV.

Fact: This is one of three options if you own an analog TV set. You can purchase a new TV that is equipped with a digital tuner or you can keep your current TV and connect it to a converter box or pay TV service (such as cable or satellite).

MYTH: TV WILL NO LONGER BE FREE FOR ME.

Fact: You can still receive free television over the air with an antenna just like you do now as long as your TV either has a digital tuner or is connected to a converter box. The federal government is offering coupons (valued at \$40.00 each) to reduce the cost of the converter boxes, which cost \$40 - \$70. Call 1-888-DTV-2009 for more information on the coupon program.

MYTH: I NEED TO BUY A CONVERTER BOX.

Fact: This is just one of your options if you currently use an antenna with an analog TV. You can also choose to purchase a new digital TV or subscribe to a pay TV service such as cable or satellite.

MYTH: ONE CONVERTER BOX IS ALL I NEED FOR MY TVS.

Fact: If you choose to buy converter boxes, you will need one converter box for each analog TV. Every analog set has to be connected to a pay TV service or converter box to get a TV signal after February 17, 2009.

MYTH: THE CHANGE TO DTV IS UNNECESSARY AND IS NOT GOING TO IMPROVE TELEVISION.

Fact: Digital television, or DTV, is a higher quality, more efficient way to transmit TV signals than the current analog TV system. DTV provides better picture and sound quality and take up less space, making it possible for stations to provide more free programming and improving communications capabilities for public and safety services.

MYTH: MY DVD PLAYER, DVR, VCR, CAMCORDER AND VIDEO GAMES WILL NO LONGER BE COMPATIBLE WITH MY TV.

Fact: These electronics will continue to work even if they are analog.

MYTH: I HAVE A TV SUBSCRIPTION SERVICE FOR AT LEAST ONE OF MY TVS, SO I WON'T HAVE TO DO ANYTHING.

Fact: Only those TVs that are hooked up to the pay TV service (or those with built-in digital tuners or converter boxes) will get a TV signal after February 17, 2009. If your main TV is connected to cable, but you use an antenna to get a signal on additional analog TVs, those TV sets will not work unless you take steps to prepare.

MYTH: I NEED TO SUBSCRIBE TO CABLE OR SATELLITE TO GET THE BEST TELEVISION PICTURE QUALITY.

Fact: Cable and satellite compress your television signal. The best quality picture comes over the air with an antenna used in conjunction with a digital tuner or a converter box.

MYTH: I CAN'T WATCH HIGH DEFINITION (HD) PROGRAMS BECAUSE MY TV RELIES ON AN ANTENNA.

Fact: You can receive HD programs with an antenna and digital tuner or converter box, however they will only be displayed in high definition if you have a HDTV set.

MYTH: I ALREADY HAVE DTV BECAUSE I HAVE DIGITAL CABLE.

Fact: If you subscribe to any kind of cable, you should be ready for the transition. However, DTV and digital cable are not the same thing. DTV refers to a higher quality television signal and the method used to send that signal. Digital cable is purchased as a tier through cable providers, and it offers enhanced viewing options.

[insert station co-brand here]

