



PUBLIC NOTICE

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COMMISSION UPDATES DTV COVERAGE MAPS AND LIST OF STATIONS WITH 2 PERCENT OR GREATER SERVICE LOSS

Today the Commission will release a set of updated maps showing the predicted digital service area of every full power television broadcast station. Based on these updated maps, the Commission has revised the Signal Loss Report listing stations predicted to lose 2 percent or more of their analog viewers when transitioning to digital, and that list will be available on the Commission's webpage devoted to the DTV transition, www.DTV.gov. The new list includes 55 stations not included in the original list and excludes 19 stations previously included. As discussed below, the Commission's DTV consumer education rules require stations listed on the Signal Loss Report to provide detailed service loss notices to all viewers.

On December 23, 2008, the Commission released two reports showing the predicted changes in coverage for digital TV stations as compared to analog TV stations. The first report provided maps showing side-by-side comparisons of the predicted analog and digital coverage areas for each of the full service TV stations in the United States. The second report, the Signal Loss Report, contained maps and other information for 319 stations whose digital service would not cover 2 percent or more of the population covered by their analog service. The maps and analyses in these reports were generally based on stations' authorized transmitter facilities as reflected in the FCC database as of October 3, 2008.

The updated maps show side-by-side comparisons of stations' predicted analog and digital coverage in the same manner as the earlier maps.¹ These new maps also show data on the number of persons served by a station's analog and digital service, analog loss, digital gain, and net gain/loss. There are two updated maps with data for each station, as follows:

- 1) Predicted digital coverage on June 13, 2009 (some stations will not be operating at their full authorized transmitter facilities on June 13), and
- 2) Predicted post-transition digital coverage based on granted construction permits for authorized transmitter facilities.

These maps are all based on stations' digital facilities as reflected in the FCC database as of April 30, 2009, compared with their authorized analog facilities as of October 3, 2008.

In the Third Report and Order implementing the DTV Delay Act, the Commission required all stations listed in the Signal Loss Report – *i.e.*, those predicted to experience a loss of 2 percent or more –

¹ The updated maps, as well as links to the original reports and maps, will be found at <http://www.fcc.gov/dtv/markets/>. The maps may also be reached through www.DTV.gov, by navigating to "Get Help Locally" and then clicking "Map of All DTV Stations."

to inform their viewers of this expected loss at least once per day.² Most stations are only subject to the public service announcement requirements until the time they cease analog programming.

As a result of the updated digital service coverage calculations, the Commission has updated the Signal Loss Report to reflect the stations subject to the requirements of the service loss notice rule. There are 55 stations now listed in the Signal Loss Report that were not previously listed, and these 55 new stations are listed in Appendix A. Because the rule requires all stations listed in the Signal Loss Report to air service loss notices, stations should consult Appendix A immediately in order to determine whether they are predicted to experience a substantial service loss on June 13. If a station is on the list, it must begin to air daily service loss notices, pursuant to the rules, no later than Monday, June 8, and continue to do so until completing its transition.³ Recognizing that many of these stations may be planning to complete construction of and operate larger facilities by June 13, the Media Bureau invites such stations to notify the Video Division if their digital signal on June 13 will cover more than 98 percent of the population previously covered by their analog signal (*i.e.*, the service loss will be reduced below 2 percent), and should therefore be removed from the signal loss report. This notice should be provided via email to Barbara Kreisman, Chief of the Video Division, at Barbara.Kreisman@fcc.gov.

In addition, 19 stations that were previously listed have been removed from the Signal Loss Report and are no longer required to air Service Loss Notices. These 19 stations are listed on Appendix B. All other stations that were previously listed on the Signal Loss Report must continue to air Service Loss Notices until they terminate analog service.⁴

Most stations predicted to experience a substantial loss of viewers will be permitted to cease airing daily service loss notices when they terminate their analog signals on June 12.⁵ The Commission reminds these stations, however, that they must keep detailed service loss information, including a link to the relevant, updated map on the Commission's web site, on their home page until at least 30 days after they terminate analog service.⁶

² *Implementation of the DTV Delay Act*, MB Docket No. 09-17, Third Report and Order and Order on Reconsideration, 24 FCC Rcd 3399, ¶¶ 38-48 (2009) (“*Third Report and Order*”). Pursuant to the rules, the daily Service Loss Notices must tell viewers that there is a predicted loss, “describe the discrete geographic areas where there is likely to be a service loss,” and provide contact information for the FCC’s Call Center. There are specific additional requirements for stations suffering a service loss due to a change from the Very High Frequency (VHF) band to the Ultra High Frequency (UHF) band. Detailed service loss information, including a link to the relevant map on the Commission’s web site, must also be available on the station’s website home page until at least 30 days after it terminates analog service. *See* 47 CFR § 73.674(b)(5).

³ Viewers of certain stations approved for “phased” transitions will also be experiencing service loss on June 13. Phased transition stations have existing notice obligations that, in this case, we find are sufficient to convey to viewers the details of a temporary loss of service. *Third DTV Periodic Report and Order*, 23 FCC Rcd at 3036-3042, ¶¶ 88-97. Although the maps posted for these stations depict the loss predicted as of June 13, 2009, these stations are not included in the new Signal Loss Report even where their temporary losses equal or exceed 2 percent, provided, however, that such a station’s signal loss must be reduced below 2 percent when the station completes and begins operation on its full authorized post-transition facility. If this condition will not be met, a phased transition station must air service loss notices in addition to its phased transition notices.

⁴ *See* <http://www.fcc.gov/dtv/markets/> for the complete Signal Loss Report list.

⁵ “Phased” transition stations must continue to fully comply with the DTV Consumer Education Initiative until the quarter in which they begin operation of their final post-transition facility. *Third Report and Order*, 24 FCC Rcd 3399 at ¶ 37. 47 CFR § 73.674(b)(4).

⁶ *See* 47 CFR § 73.674(b)(5)(iv).

Additional Information

For more information concerning the maps, please contact Robert Weller, Robert.Weller@fcc.gov, at 202-418-7397, or Alan Stillwell, Alan.Stillwell@fcc.gov, at 202-418-2925, of the Office of Engineering and Technology. For information about consumer education obligations, please contact Lyle Elder, Lyle.Elder@fcc.gov, of the Policy Division, Media Bureau, 202-418-2120. Stations with questions about their June 13 build out status should contact Barbara Kreisman, Barbara.Kreisman@fcc.gov, Chief of the Video Division, Media Bureau.