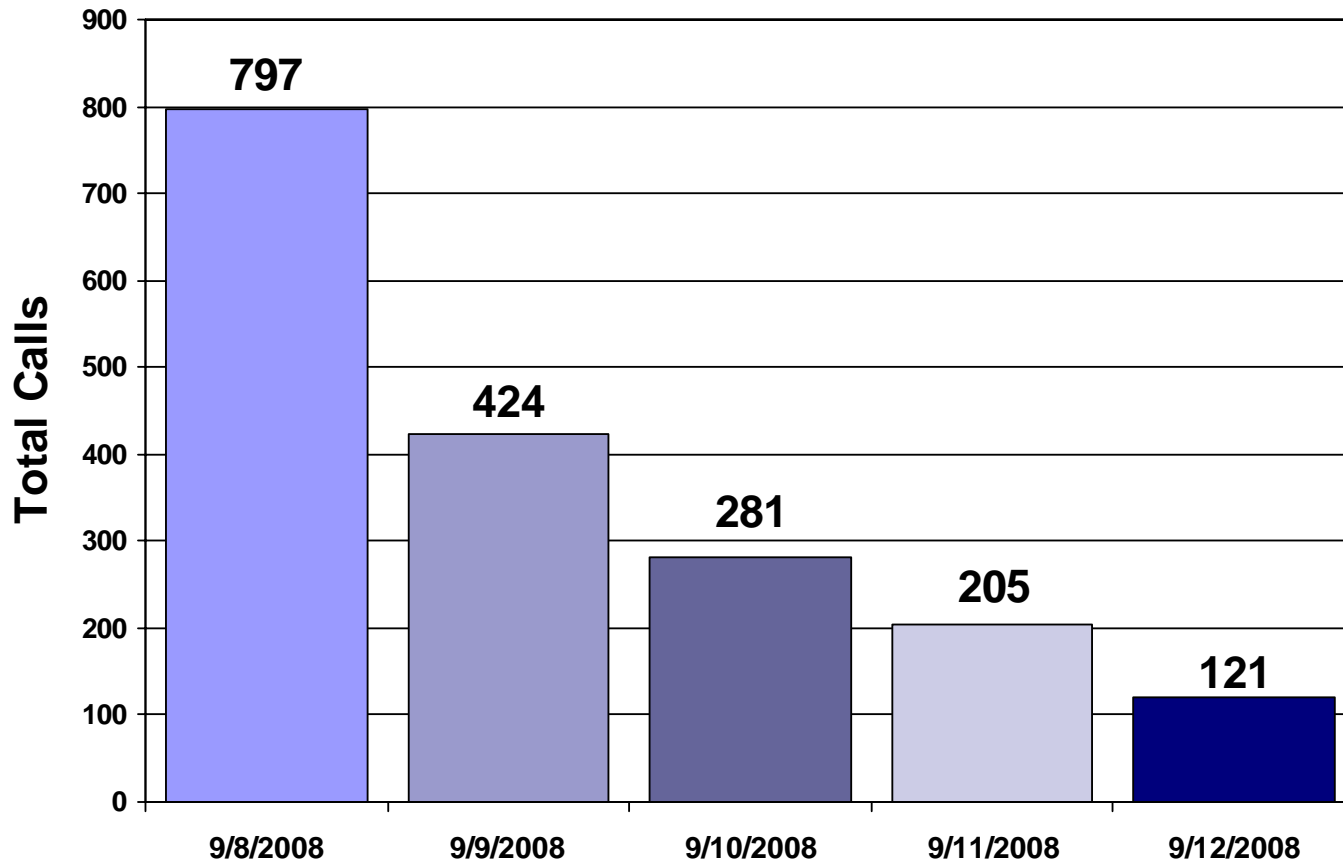
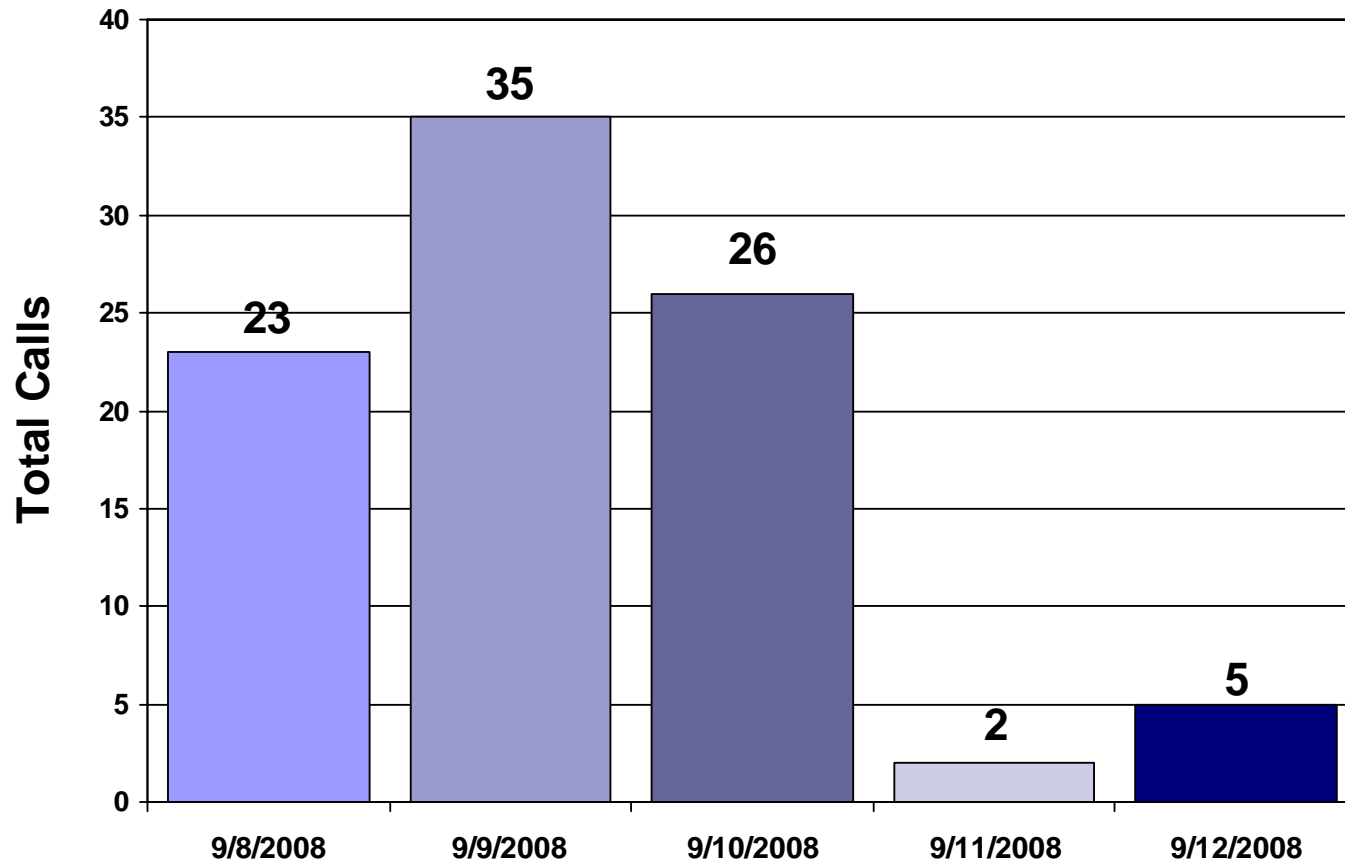


Total Call Volume - Wilmington



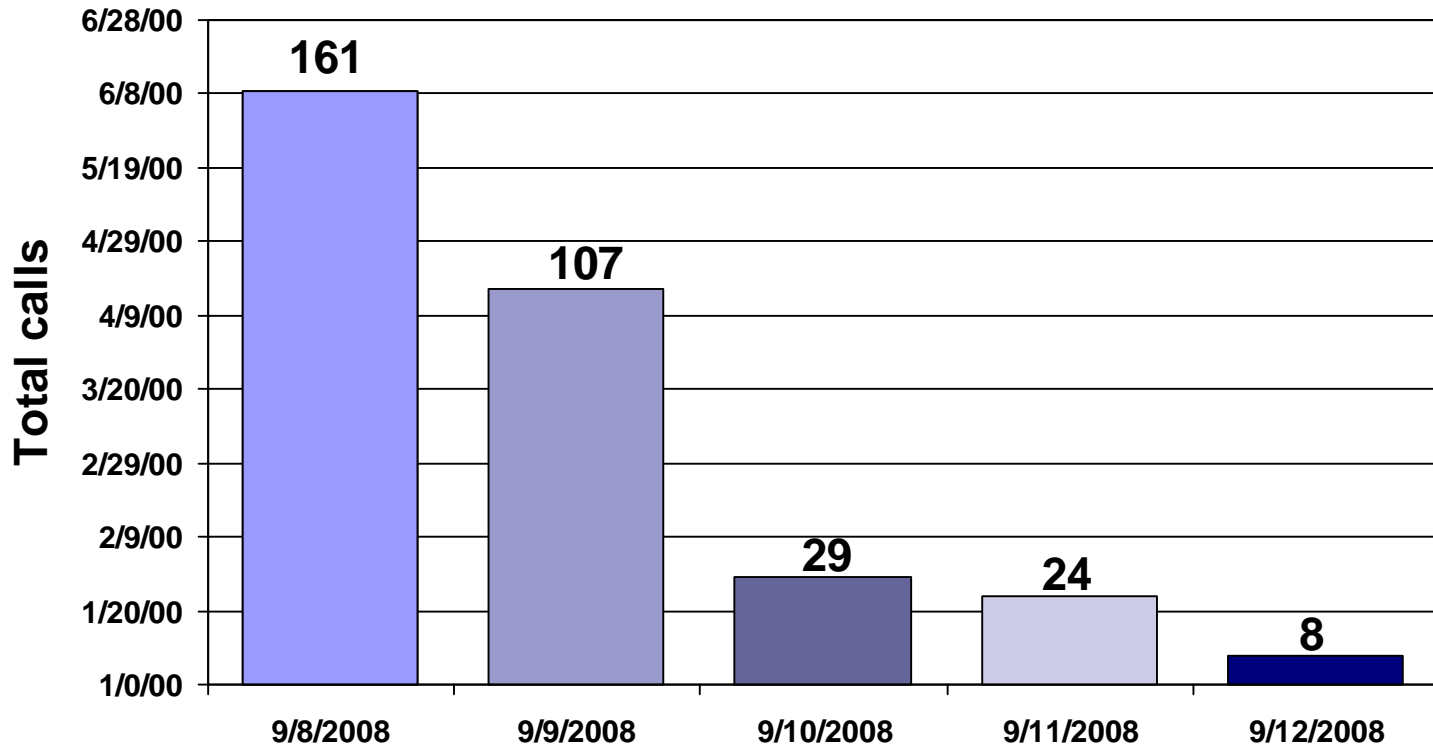
Total Calls – 1,828

Consumers Who Were Not Aware of the Transition



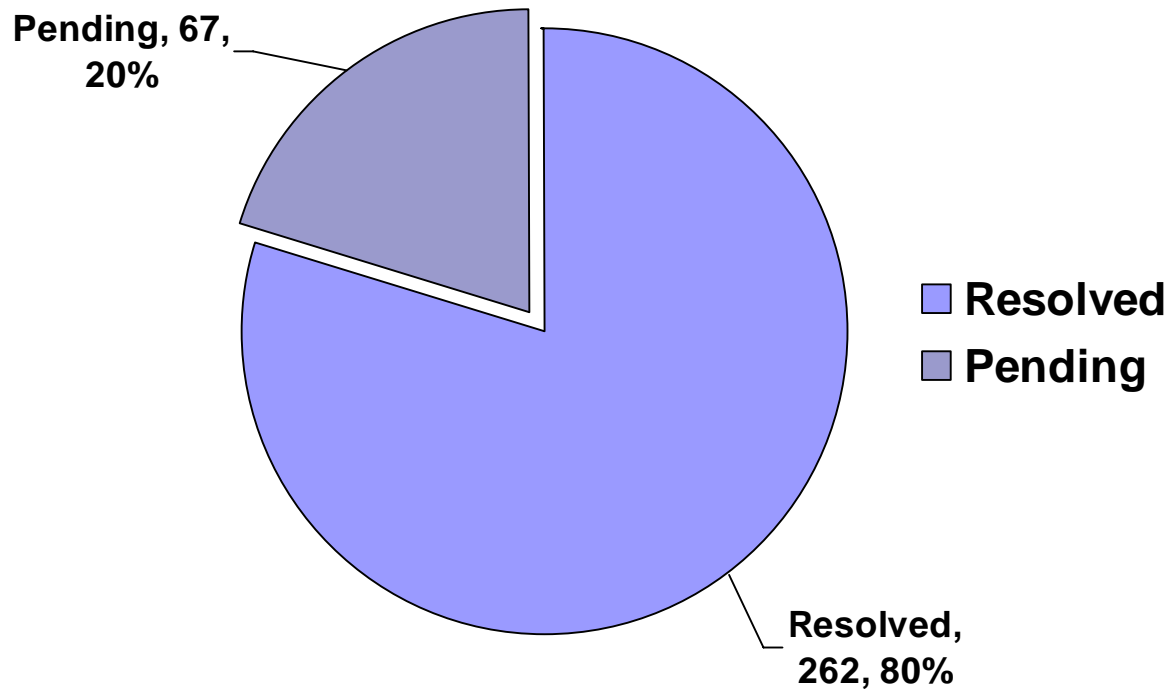
Total Calls – 91

Total Converter Box Issues



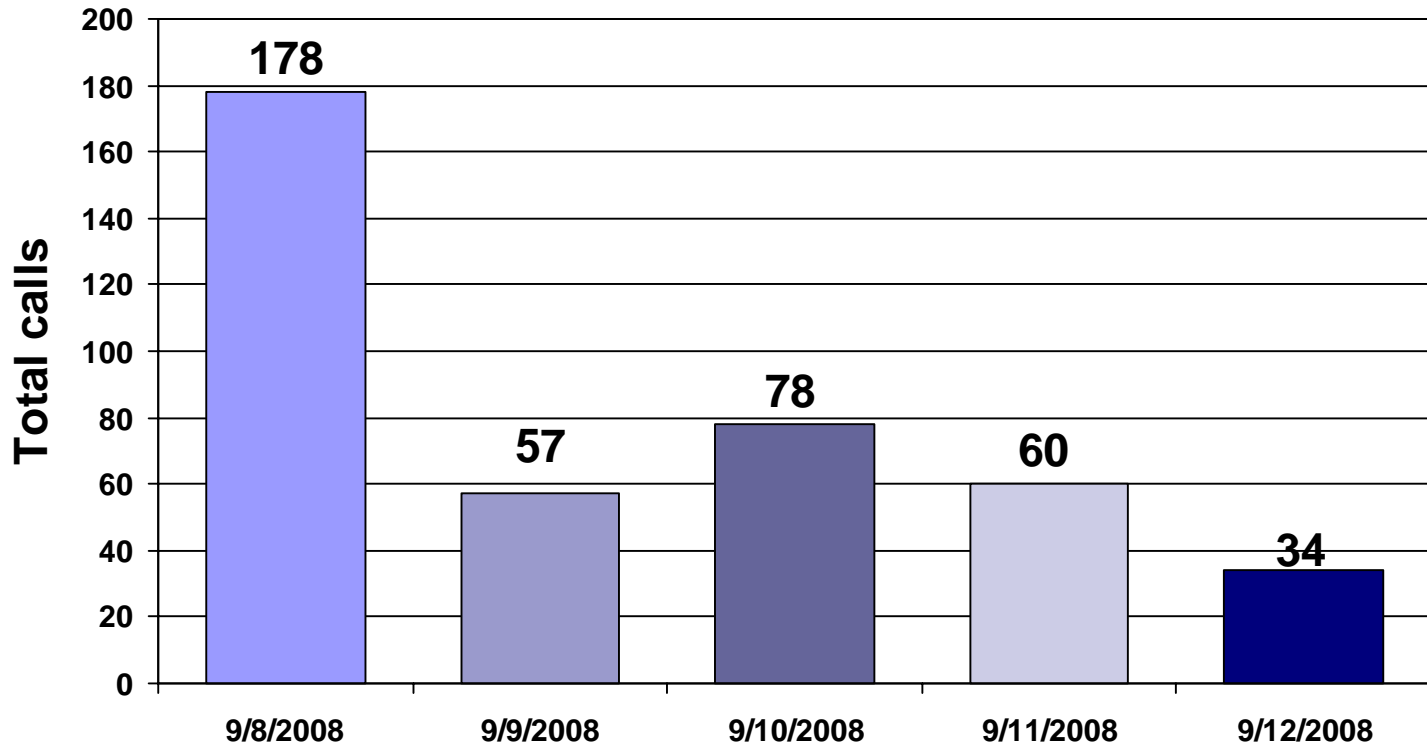
Total Calls = 329

Total Converter Box Issues



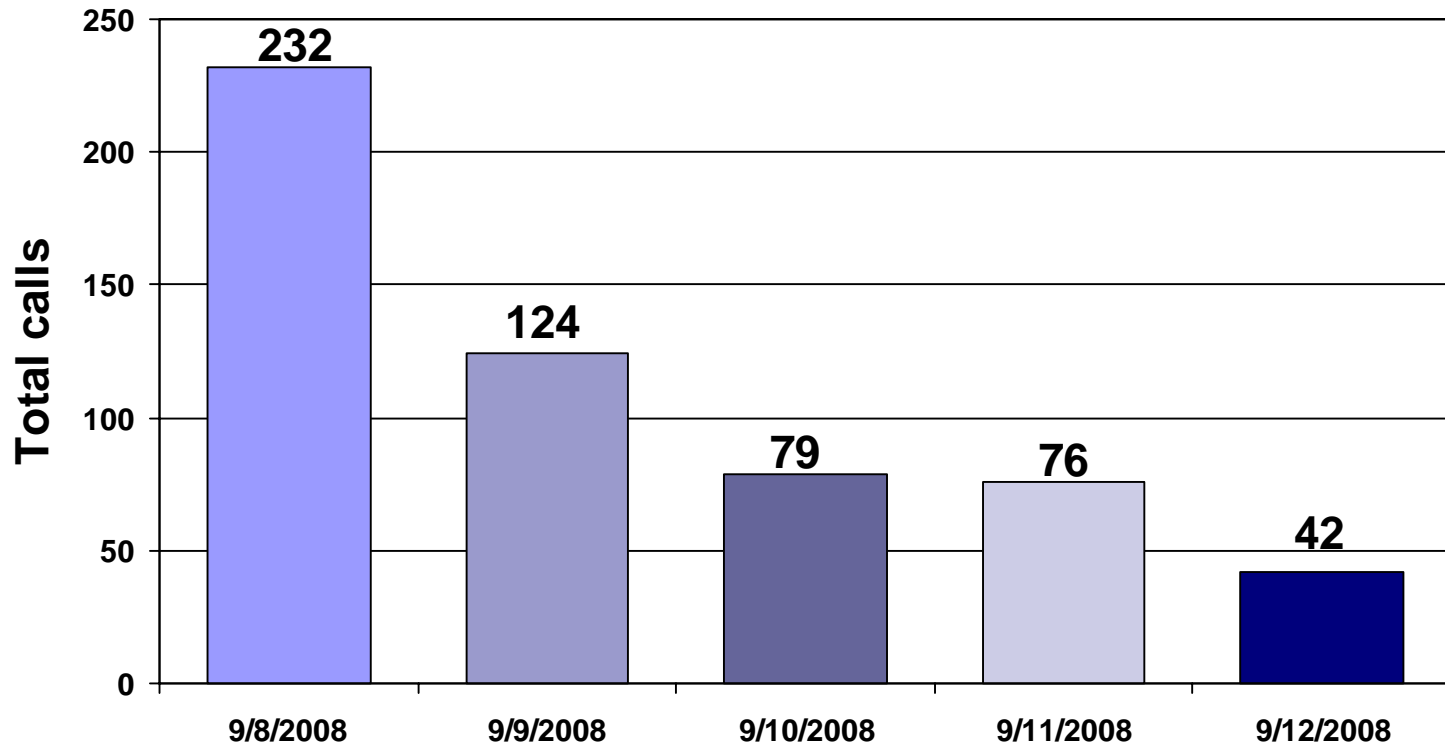
Total Calls = 329

Total Antenna and Reception Issues



Total Calls = 407

Channel 6/44 Reception Issues



Total Calls = 553

**Wilmington, NC DTV Transition
Overview of DTV Calls**

Wilmington, NC Transition Calls for Week of September 8, 2008

Overview/Analysis of Wilmington Transition Test DTV Calls

Category	Count	% Households
CONSUMERS WHO WERE NOT AWARE OF THE TRANSITION		
They were not aware of the switch to DTV	23	
They were unaware of the correct transition date	26	
They did not think the stations they watch would switch to digital	42	
Subtotal:	91	0.05%
CONSUMERS WHO WERE AWARE BUT DID NOT ACT		
They forgot to upgrade	56	
They were unable to attain assistance to upgrade	11	
They relied on another member of their household to upgrade	7	
They waited too long to buy or set up a digital set or a converter box	70	
They were out of town or too busy or knew they could do it later	19	
Subtotal:	163	0.09%
CONSUMERS WHO HAD PROBLEMS WITH THE CONVERTER BOX COUPON PROGRAM		
A coupon did not arrive in time	64	
Wanted coupon or had not received coupon from NTIA	119	
The retail store was out of boxes	2	
Subtotal:	185	0.10%
CONSUMERS WHO HAD INITIAL DIFFICULTY WITH THEIR CONVERTER BOXES		
Setting up converter boxes was too hard	57	
They didn't understand the instructions for the digital set or the converter box	66	
Their converter box "didn't work"	206	
Subtotal:	329	0.18%
CONSUMERS WHO HAD RECEPTION AND TECHNICAL PROBLEMS		
Their antenna didn't work or they have no antenna or their antenna wasn't connected	114	0.06%
Problem with channel or call sign	157	0.08%
Weak or spotty signal	136	0.07%
Subtotal:	407	0.22%
* Combination of "antenna didn't work" and "weak or spotty signal" is 250 calls.		0.13%
CONSUMERS COMPLAINING ABOUT NOT RECEIVING WILMINGTON SIGNALS		
Problem with channel or call sign	553	
Subtotal:	553	0.29%
OTHER PROBLEMS		
Satellite subscribers to Dish Network or Direct TV – did not subscribe to local package	53	0.03%
They thought all their sets were hooked up to cable or satellite	22	0.01%
They were waiting for cable or satellite installation	13	0.01%
Wanted DTV consumer information sent to them	12	0.01%
Subtotal:	100	0.05%
Total	1,828	0.98%

**Wilmington, NC DTV Transition
Overview of DTV Calls**

Wilmington, NC Transition Calls for Week of September 8, 2008

Overview/Analysis of Wilmington Transition Test DTV Calls

Category	Count	% Households
CONSUMERS WHO WERE NOT AWARE OF THE TRANSITION		
They were not aware of the switch to DTV	23	
They were unaware of the correct transition date	26	
They did not think the stations they watch would switch to digital	42	
Subtotal:	91	0.66%
CONSUMERS WHO WERE AWARE BUT DID NOT ACT		
They forgot to upgrade	56	
They were unable to attain assistance to upgrade	11	
They relied on another member of their household to upgrade	7	
They waited too long to buy or set up a digital set or a converter box	70	
They were out of town or too busy or knew they could do it later	19	
Subtotal:	163	1.18%
CONSUMERS WHO HAD PROBLEMS WITH THE CONVERTER BOX COUPON PROGRAM		
A coupon did not arrive in time	64	
Wanted coupon or had not received coupon from NTIA	119	
The retail store was out of boxes	2	
Subtotal:	185	1.34%
CONSUMERS WHO HAD INITIAL DIFFICULTY WITH THEIR CONVERTER BOXES		
Setting up converter boxes was too hard	57	
They didn't understand the instructions for the digital set or the converter box	66	
Their converter box "didn't work"	206	
Subtotal:	329	2.39%
CONSUMERS WHO HAD RECEPTION AND TECHNICAL PROBLEMS		
Their antenna didn't work or they have no antenna or their antenna wasn't connected	114	0.83%
Problem with channel or call sign	157	1.14%
Weak or spotty signal	136	0.99%
Subtotal:	407	2.96%
* Combination of "antenna didn't work" and "weak or spotty signal" is 250 calls.		1.82%
CONSUMERS COMPLAINING ABOUT NOT RECEIVING WILMINGTON SIGNALS		
Problem with channel or call sign	553	
Subtotal:	553	4.02%
OTHER PROBLEMS		
Satellite subscribers to Dish Network or Direct TV – did not subscribe to local package	53	0.39%
They thought all their sets were hooked up to cable or satellite	22	0.16%
They were waiting for cable or satellite installation	13	0.09%
Wanted DTV consumer information sent to them	12	0.09%
Subtotal:	100	0.73%
Total	1,828	13.29%