

Wilmington, NC DTV Transition (September 15, 2008) Overview of DTV Calls

Wilmington, NC Transition Calls from Sixth Day

Overview/Analysis of Wilmington Transition Test DTV Calls

Category	Count
CONSUMERS WHO WERE NOT AWARE OF THE TRANSITION	
They were not aware of the switch to DTV	1
They were unaware of the correct transition date	1
They did not think the stations they watch would switch to digital	
Subtotal:	2
CONSUMERS WHO WERE AWARE BUT DID NOT ACT	
They forgot to upgrade	2
They were unable to attain assistance to upgrade	
They relied on another member of their household to upgrade	1
They waited too long to buy or set up a digital set or a converter box	1
They were out of town or too busy or knew they could do it later	2
Subtotal:	6
CONSUMERS WHO HAD PROBLEMS WITH THE CONVERTER BOX COUPON PROGRAM	
A coupon did not arrive in time	4
Wanted coupon or had not received coupon from NTIA	7
The retail store was out of boxes	
Subtotal:	11
CONSUMERS WHO HAD INITIAL DIFFICULTY WITH THEIR CONVERTER BOXES	
Setting up converter boxes was too hard	3
They didn't understand the instructions for the digital set or the converter box	2
Their converter box "didn't work"	4
Subtotal:	9
CONSUMERS WHO HAD RECEPTION AND TECHNICAL PROBLEMS	
Their antenna didn't work or they have no antenna or their antenna wasn't connected	24
Problem with channel or call sign	7
Weak or spotty signal	11
Subtotal:	42
CONSUMERS COMPLAINING ABOUT NOT RECEIVING WILMINGTON SIGNALS	
Problem with channel or call sign	49
Subtotal:	49
OTHER PROBLEMS	
Satellite subscribers to Dish Network or Direct TV – did not subscribe to local package	6
They thought all their sets were hooked up to cable or satellite	
They were waiting for cable or satellite installation	
Wanted DTV consumer information sent to them	
Subtotal:	6
Total	125

