



# NEWS

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.  
See *MCI v. FCC*, 515 F.2d 385 (D.C. Cir. 1974).

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FOR IMMEDIATE RELEASE:  
June 10, 2009

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## **2 DAYS AND COUNTING TO DTV TRANSITION**

### *The New Age of Digital: Multicasting Potential*

**WASHINGTON, DC** – With the nationwide digital television (DTV) transition on June 12 quickly approaching, the possibilities and benefits of digital television are becoming increasingly meaningful to consumers. Digital technology offers consumers the ability to choose from a broader range of programming, including more diverse and localized content that directly impacts their daily lives.

“One of the great benefits of digital technology is that stations can now provide many more free over-the-air channels than the single channel they provide today,” said Acting FCC Chairman Michael Copps. “These new channels can provide the kind of local and niche content that is often missing from the public airwaves. Imagine your favorite station offering, in addition to the main programming, a channel devoted to children’s educational programming, one covering local news and government, and one showcasing local music and cultural events.”

In addition to more channels and more programs, the switch to digital will also reward most viewers with better sound and a better picture. The transition will also help save lives by clearing airwaves for better first-responder communications services, and it makes room for the future by clearing airwaves for advanced mobile Internet services.

With two days left before all full-power television stations in the United States will stop analog broadcast service and transmit only digital signals, the FCC is urging consumers who have not yet switched to digital to do so quickly. Consumers who do not subscribe to pay television services and have older, analog televisions will need to attach digital-to-analog converter boxes to their TV sets in order to continue receiving over-the-air television programming beginning on June 12.

Today, the Nielsen Company reported that 2.8 million American households, or 2.5% of the television market, are completely unready for the transition. That represents about a 50% improvement in readiness levels since the decision was made in February to delay the DTV transition.

Consumers should call 1-888-CALL-FCC for help in making the transition to digital. Or they can visit [www.dtv.gov](http://www.dtv.gov) and enter their zip code or state in the upper right-hand corner of the page to find local events and walk-in centers where they can get assistance. By entering their

ZIP code, they can also find station reception information that will help them to decide whether they need to adjust their antennas, or purchase a new antenna, in order to continue receiving their favorite stations.

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Resources for reporters covering the DTV transition are available in the DTV Media Toolkit at [http://www.dtv.gov/media\\_toolkit.html](http://www.dtv.gov/media_toolkit.html)