



The Future of TV Campaign: FAQs

Q: What is The Future of TV campaign?

A: The Future of TV campaign is a strategic on-air and online campaign that highlights broadcast television's exciting future and its value to viewers. The goal of the campaign is to preserve and strengthen free, local broadcasting and position broadcasting as an innovative medium as a new Congress takes office in January.

Q: Why is NAB launching this campaign?

A: NAB is launching this campaign to send a strong message to Congress and the Federal Communications Commission (FCC) that broadcasters have a powerful tool at our disposal, and will not hesitate to take to the airwaves to educate our audience on any potential threats to free, local broadcasting.

Q: What are the elements of the campaign?

A: The elements of the campaign include a 30-second "The Future of TV" radio and television spot, which is available in both English and Spanish. The campaign also includes a website – TheFutureofTV.org – that will launch on January 4, 2011. The website is designed to educate consumers about broadcast television's exciting future and its value to viewers. It will highlight advancements in broadcast television technology, the policies that will shape the future of television and the many choices and content options available to viewers through multicasting.

Q: What are the latest legislative and regulatory threats to television broadcasters?

A: Retransmission consent and spectrum reclamation are two game-changing issues facing television broadcasters in the coming year. Recently, pay TV companies have made aggressive attempts to alter the retransmission consent process to tilt the market in their favor. Meanwhile, the Federal Communications Commission's National Broadband Plan proposes reclaiming valuable spectrum from television stations.

Q: How can I learn more about these issues?

A: NAB provides issue briefs, talking points, print advertisements, FCC filings and additional information on these and other issues at www.NAB.org/advocacy.

Q: What is the timeline for the campaign and what should stations do to support it?

A: The campaign will run January 4-24, 2011. There are several ways stations can support it:

- Stations can send us examples of how they are innovating for their communities (whether through HD, multicasting, mobile or hyper-local initiatives) that we can feature on TheFutureofTV.org by emailing TheFutureofTV@nab.org.
- Stations can air the spot as much as possible January 4-24 as Congress reconvenes.
- Stations can download banner ads promoting TheFutureofTV.org and post these on their station website beginning January 4. Banner ads will be available for download on January 4 at www.nab.org/TheFutureofTV.

Q: Why are radio stations being asked to participate in the campaign?

A: It is critically important for broadcasters to demonstrate unity to Congress when our industry faces legislative threats. Radio and television stations united in a highly successful strategic on-air campaign in February 2010 that significantly strengthened broadcasters' position on the performance fee issue. Now we are asking radio stations to help television on two critical issues: retransmission consent and spectrum allocation.

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Q: What innovations are on the horizon that will build a strong future for broadcast television?

A: Television broadcasters are making great strides in the digital age. There are many reasons to be excited about the future.

In addition to the dazzling pictures and sound from HDTV, more and more broadcasters are also providing one or more multicast programs with a large diversity of content within their digital broadcast signal. In the future the technical foundation is being set so that these multicast signals can migrate to HD quality.

Internet-enabled TVs (IETV) are also an area where innovation in broadcast spectrum usage will grow. With the rapid rise of IETV, investigations are underway for developing capabilities for broadcasters to seamlessly integrate Internet content with the broadcast service.

Investigations on new ways to deliver 3D programming via broadcast spectrum are also gaining momentum.

The move to digital television has also allowed broadcasters to make local, digital broadcast TV available on the move. Mobile DTV offers a tremendous opportunity for expanding America's broadcast service to new devices. It's a great example of the innovative use of broadcast spectrum – spectrum that has been put to its highest and best use.

If you have examples of ways your station is innovating for the future, please let us know by emailing us at thefutureoftv@nab.org. We will feature examples on our website.

Do you have a question not covered in our FAQs? Email us at: TheFutureofTV@nab.org.



Advocacy Education Innovation

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