



On February 17, 2009,  
television stations across America  
will switch to digital broadcasting.

## Are your constituents ready for the switch?

By law, all American television stations are switching to digital-only broadcasts exclusively on February 17, 2009. Digital television is a more efficient technology that provides crystal clear pictures and sound, more channels and will allow for a variety of other new television services.

But the 30+ million households that receive television signals through antennas will need to upgrade to continue receiving free television.

Broadcasters are leading the way to educate consumers about the federally-mandated DTV transition. This week, broadcast television stations and networks announced a nearly **\$700 million** commitment to help ensure that no American household loses television reception after February 17, 2009 due to a lack of information about the transition.

For more information about  
the DTV Transition, visit:

**DTVAnswers.com**

An initiative of the National Association of Broadcasters