

Technology Improving Lives

Digital TV Transition: Tips For Consumers Saying Goodbye To The Antenna

(NAPSA)—With the digital TV transition now less than six months away, consumers are—or should be—evaluating their options to make sure they continue to receive TV programming.

If you subscribe to a TV service from providers such as AT&T, cable or satellite, you won't be affected. Only viewers using antennas to receive free over-the-air programming on analog TV sets will need to make changes before Feb. 18, 2009.

While a subscription TV service is not required as part of the switch to digital, an upgrade from over-the-air programming can give you many useful services and features. Subscription TV services offer electronic program guides, Video On Demand and other interactive features that can make your entertainment experience more enjoyable.

"If you want to ditch the antenna and enhance your TV experience, the digital transition is a great time to evaluate your local providers and choose the best television service," says Jeff Weber, vice president of AT&T Advanced TV services. "The right TV service can give you the latest features and quality programming at a great value."

Follow these helpful tips from AT&T Advanced TV when evaluating your TV options:

- **Decide what features are right for you.** Many subscription TV services offer the ability to record programs on a DVR, watch videos on demand, view what's on TV with an electronic program guide, or experience High Definition (HD) programming on an HDTV. Compare the strength and flexibility of these features and understand what services are included at no charge.

- **Explore increased channel options.** Subscription digital TV services deliver a wider range of channels compared to over-the-air programming. Evaluate what channels might be of interest to you and your family, and see if they're offered by the providers. Compare how many channels are included in each package, and note the costs of additional programming tiers with movies and sports.

- **Evaluate what the cost will be for the service.** Look at



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everything that's included in the package, in addition to the channels you're getting. Some providers charge extra monthly fees for necessary equipment or installation. Consider these add-on rental fees when comparing similar TV packages among service providers to make sure you're getting the most programming options and functionality for the price you pay per month. Evaluate the price and value you'll receive.

- **Understand any special offers and commitment periods.** Many providers offer "introductory pricing" for new customers that increase after a certain period. When considering costs, calculate what your bill will be once these initial deals are over, in addition to your initial savings. Also, countless consumers switch to new providers without having a chance to try them out first. Look for providers that won't lock you into long-term contracts or agreements, or charge you if you want to end the term early.

- **Choose reliable technical support and customer service.** You want your subscription TV service to be reliable and easy-to-use, but you also want to know that your provider is available to answer any questions and quickly respond to any issues. Find out what technical support and customer service your provider offers.

For more information, visit www.att.com/dtv2009.