

newsworthy trends

Get Ready For The Digital Broadcast Transition

(NAPSA)—As of February 17, 2009, all television broadcasters in the United States will be required by the government to send their signals in a digital-only format. This change will affect the millions of TV viewers who rely on antenna reception (rooftop or set-top “rabbit ears”) to watch local broadcast networks like ABC, CBS, FOX, NBC, PBS and Univision.

Consumers who have even one TV, maybe the one in the kitchen or the playroom, that uses an antenna should take action now in order to continue enjoying uninterrupted local broadcast network service after February 17. Finding out now if you are ready for the digital broadcast transition is important because you will not be able to watch your TV if it's still using an analog antenna to get a picture.

“It is important that consumers understand what is happening and how it may affect them,” explains Jay Kreiling, Comcast’s vice president of video services. “There are easy solutions to the digital broadcast transition and there’s no reason to wait until



February to decide which solution works best for you.”

As part of its “Get Ready” initiative, Comcast created an interactive Web tool, www.comcast.com/dtvsite, where consumers can develop a personalized action plan and decide which of the three transition solutions available works best for them:

- subscribing to cable or another video service provider
- buying a new digital TV
- or purchasing a government-approved TV converter box.

Consumers who take action now and are prepared early can continue to enjoy watching TV after the transition is complete.