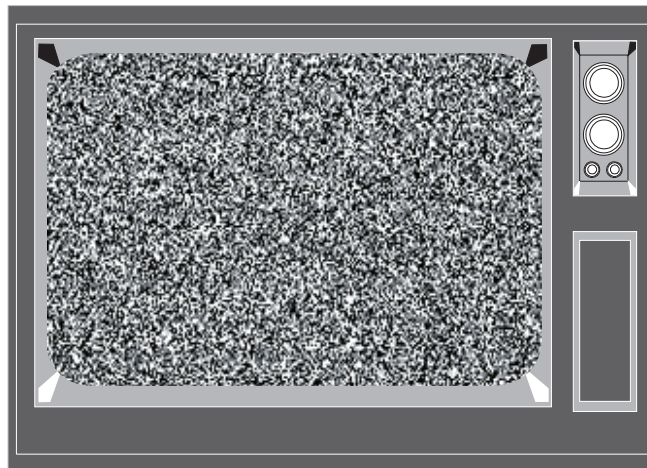
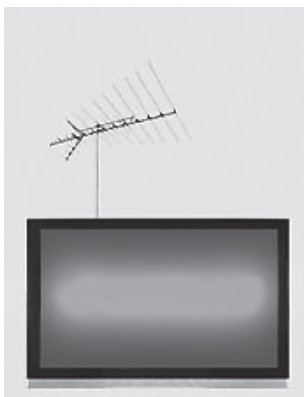


On February 17, 2009, a Revolution is Coming to a Television Near You

When you turn on your TV set the next morning, you may see nothing. At All.
On any channel . . .



Unless you have a new digital TV set, set-top converter, or digital pay service.



New Digital TV (with built-in digital tuner) and your old antenna

- Much better picture and sound
- All digital channels
- HD programs at HD signal reception
- New widescreen format
- No monthly subscription fee



A converter with your old TV and antenna

- Better picture
- All the digital channels
- View HD programs but at lower than HD quality
- No monthly subscription fee



New or old TV with a digital subscription to a cable, satellite, or telephone provider

- Requires subscription fee; check for your favorite channels before you buy

What will happen to WTVI? More television, more program choices, better picture and sound!



WTVI-HD on 42.1
Nature, NOVA, Antiques
Roadshow, kids' shows
Time Warner channel 230



WTVI-PS on 42.2
The citizens' channel
Time Warner channel 231



WTVI-Create on 42.3
Gardening, arts, travel and
lifestyle programs
Time Warner channel 232

Q & A

What is digital television?

The picture you currently receive is based on a 50-year-old analog transmission system. In December 1996, the FCC approved plans for a new era of television - digital television. In a digital system, images and sounds are captured and transmitted using the same digital technology found in computers. This digital revolution will not only dramatically improve the quality of the television picture, but also will make possible the over-the-air delivery of several simultaneous channels to viewers. Digital television makes it possible for us to offer high definition television and multicasting in standard definition television.

What is high definition television?

Digital technology allows WTVI to broadcast programs in much higher quality and clarity than with analog television. Programs broadcast at the highest level of quality are referred to as High Definition or HD. With up-to-date television sets, viewers will be able to receive high-quality, crystal clear pictures on their televisions, which will be displayed in a wide screen format with CD-quality surround sound.

What is standard definition television?

Some programs may be broadcast at a slightly lower quality than HD and are referred to as Standard Definition or SD. These programs can be in the widescreen format. In general, the quality of the SD picture will surpass what you see on your older analog television set.

What is multicasting?

This new technology allows WTVI to broadcast several channels simultaneously. We are currently transmitting four Standard Definition (SD) channels and one High Definition (HD) channel.

Do I have to buy a new television set? Will I be able to watch DTV on my old set?

You can continue to use your older television set. But you will need to purchase a separate converter or subscribe to an alternate program provider (such as cable, satellite or telephone) if you want to experience digital television. Bear in mind, however, that your older analog television set will not display digital programming with the clarity and quality of an up-to-date, digital set. To experience the full benefits of digital television, viewers will need new digital television sets. In addition to our digital broadcasts, we will continue broadcasting an analog signal until February 17, 2009. Congress and the FCC have mandated that all US television stations discontinue analog transmission at that time.

Do I have to use an antenna again? What about cable or satellite?

If you use an existing rooftop antenna, you should need only to connect your antenna wiring to your new DTV tuner or digital television.

How much do digital televisions cost? What should I look for?

Cost varies widely depending on the size, the level of capability and the options provided. Some sets include analog and or DTV tuners. Be sure that your set includes a digital tuner or expect to make alternate arrangements with a television provider such as cable or satellite. To enjoy the highest quality HD picture, look for a set capable of displaying 1080 lines on the screen and a high resolution of at least 1366 x 768. Sets with higher contrast ratios will make the picture more crisp and realistic. Note that the labeling on some sets claim to be "HD compatible" while only having a limited display of 480 or 720 lines. Converter boxes for your older analog televisions are available now.

To learn more about the DTV Transition visit www.wtvi.org