



Digital Television Transition Update - January 2008

Digital Day at the Capitol – February 20, 2008

MAB and our partners will start the countdown to the Digital Television Transition with “Digital Day at the Capitol” on February 20, 2008.

Events begin at 11:00 a.m. with a news conference to kick off the statewide public awareness and assistance program. Legendary broadcaster Ernie Harwell will join our partners, members and elected officials to announce details of the campaign.

The news conference will be followed by lunch for legislative staffers, who will also be invited to attend one of several “DTV 101 for Lawmakers” sessions during the afternoon.

The sessions will feature MAB Technology Director Larry Estlack , who will instruct lawmakers and others on the details of the transition. He will focus on questions that lawmakers are likely to hear from their constituents. The sessions will include a primer on HD Radio technology as well as the Digital TV Transition.

Also on hand will be the NAB's DTV Road Show, which features the DTV Truck and a traveling display. The truck is crisscrossing the U.S. during 2008 and early 2009 to spread the word about the digital transition.

The day will conclude with our traditional legislative reception with lawmakers and MAB members at Troppo in downtown Lansing .

All of our partners, members, lawmakers and staffers are urged to attend.

NTIA Processing Thousands of Converter Coupon Requests per Hour

The National Telecommunications and Information Administration reported that it processed requests for about half a million coupons during the first 24 hours of operation of the toll-free number and website.

Eager television viewers stopped watching New Years Day football games long enough to generate a “higher than expected” demand and even crashed the system momentarily. It was quickly restored, and NTIA has continued to tweak and troubleshoot during the first few days of operation.

NTIA processed more than 75,000 applications from Michigan during the first week of operation.

The message to Congress: Public awareness of the transition and the coupon program is high, despite earlier concerns that broadcasters were



Click the Graphic
to go to the
NTIA Coupon Discount
Program Site



Click the Graphic
to visit the
FCC DTV Site

not getting the word out.

We'll continue to monitor the operation of the coupon distribution program. If you have not yet ordered your own coupons, visit www.dtv2009.gov or call 888-388-2009 to start the process.

MAB DTV Transition Website Gets Its Own Transition

New features, links and content highlight the latest update of www.michigandtv.com, the MAB's website dedicated to the digital transition.

The refreshed site features a scrolling news feed that provides constantly updated stories about the digital transition, as well as multiple links to other sources of information including the FCC, NAB and NTIA.

The redesign has been under the direction of MAB staffer Dan Kelley . Please visit the site and contact Dan at DKelley@michmab.com with your suggestions and feedback.

And the HD Quality Winner Is.....

Perhaps you've heard the argument between cable and satellite companies about which provider has the best quality High Definition (HD) TV signal.

They are really just arguing about second place.

Tech writers and experts consistently rate over-the-air broadcast signals as the best source for HDTV. Unlike cable and satellite signals, the broadcasters' HD signals are not compressed or altered on their way to viewers. And they are free.

Many knowledgeable viewers who have cable or satellite services still switch to free, over-the-air signals when they want to see pure HD programming from local broadcasters.

MAB Plans DTV Transition Partners Breakfast

Our transition plan is in place and now we are inviting our partners in to bring everyone up to date. The meeting is set for Friday, January 25 at the MAB office.

We'll brief everyone on their roles in our statewide program, our meetings with lawmakers and our details for the Digital Day at the Capitol on February 20.

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