

YOU AND YOUR TV



Will you stay together
or part ways?

www.dtvanswers.com

End of Presentation

Thank You

WHAT IS IT?

**The Analog to Digital
Signal Switchover**



**WHEN WILL IT
HAPPEN?**

February 17, 2009

259 days

(to buy a new TV!)

WHO IS DOING THIS?

- Congress Passed It
- The President Signed It
- The FCC is Implementing It

The Digital Television Transition and Public
Safety Act of 2005

DOES THIS AFFECT ME
and my beloved TV?

NO... if you now subscribe
to cable or satellite TV service

DOES THIS AFFECT ME

and my beloved TV?

MAYBE... Some TVs

connected to rabbit ears or an outside antenna have a digital tuner and can receive the new signal

DOES THIS AFFECT ME

and my beloved TV?

YES... If you now use

“rabbit ears” or an outside “roof top” antenna

**DOES THIS AFFECT
ME**

and my not so beloved TV?

OF COURSE... You
can use this “signal
switchover” as a great excuse
for buying a new flat panel 52”
LCD HDTV!!

**CAN I KEEP MY OLD, BUT
BELOVED, ANALOG TV?**

SURE... Buy a converter
box. And the Gov'mint will
help you out with a \$40
coupon towards the purchase.

CAN I KEEP MY OLD, BUT
BELOVED, ANALOG TV?

BUT HURRY... \$1.5
billion is allocated for the
converter box coupon
program...enough for only 37.5
million of the nation's 114 million
households!

($990 - 100$ and $510 - 60 = 1.5$)

CAN I KEEP MY OLD, BUT
BELOVED, ANALOG TV?

HOW MUCH?...

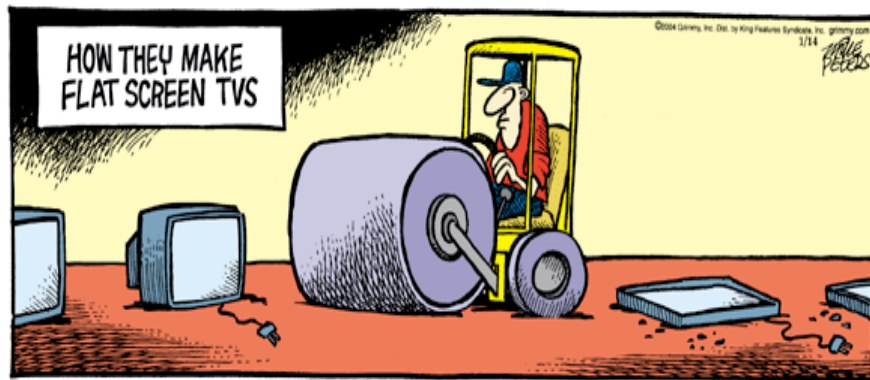
Converter boxes run from \$40
to \$60 AFTER the discount.

Ads are now running on most
major TV stations

www.ntia.doc.gov/dtvcoupon

HOW DO I KNOW?

BUY A NEW TV!!
(make it a big flat panel)



HOW DO I KNOW?

Check the owner's manual...you still have it, don't you?

HOW DO I KNOW?

A DTV should have a label or markings on it. Look for:

- "Integrated Digital Tuner" or "Digital Tuner Built In"
- "Receiver" may be substituted for "Tuner"
- Also "DTV", "ATSC" and "HDTV"

HOW DO I KNOW?

BUT WAIT... If labeled:

Digital Monitor

HDTV Monitor

Digital Ready

HDTV Ready

Does not mean the set actually contains a digital

Tuner. You may still need a converter box.

HOW DO I KNOW?

MORE... If your set is labeled "Analog" or "NTSC" but not labeled as containing a digital tuner, it is an analog tuner only.

HOW DO I KNOW? STILL CAN'T TELL...

Get the manufacturer's name and model # and go to a retailer or call the manufacturer or check the manufacturer's web site.

HOW DO I KNOW? DO A TEST...

Most major broadcasting stations already broadcast in digital. Find out the digital channel numbers and tune them in.
Can you see anything?



CBS
Analog Channel 6
Digital Channel 46



NBC
Analog Channel 40
Digital Channel 2



ABC
Analog Channel 11
Digital Channel 32



TALLAHASSEE PANAMA CITY
PBS
Analog Channel 11
Digital Channel 32



FOX
Analog Channel 49
Digital Channel 50



WB and UPN stations merged to The CW
Analog Channel 57
Digital Channels 24 (1st in the US)
and 48 (not on the air yet)

OK, I'M ANALOG, WHAT DO I
DO?

BUY A NEW TV!!

or

**Buy a set-top
converter box**

(Get the \$40 coupon first)

COUPONS

- Jan. 1, 2008 Begin Requesting
- Feb. 17, 2008 Begin Distribution
- Limit Two Coupons
- Coupons Expire 90 Days After They Are Mailed
- Retailers Approved to Sell Converter Boxes

Best Buy	Circuit City	K Mart	Radio Shack
Sam's Club	Wal-Mart	Sears	Target
100 other retailers			14,000 stores

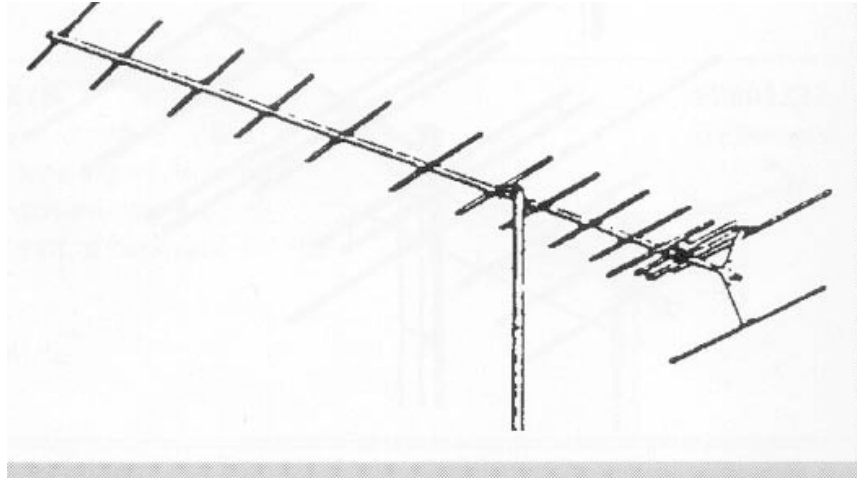
HOW ABOUT MY ANTENNA?

Should work if you can receive UHF signals (channels 14 and higher)

DTV stations are on the UHF channels

If you aren't receiving channel 14 or higher it might be time for a new antenna or you need to add

UHF ANTENNA



VHF ANTENNA



RABBIT EARS ANTENNA



WILL MY OTHER STUFF STILL
WORK?

BUY NEW STUFF

(This is a great excuse, don't miss it)

VCR, DVD, Camcorder, Video Games, etc.
should still work

Portable Battery Powered Devices Might Not

DTV or HDTV

All HDTV is DTV, but
not all DTV is HDTV

DTV or HDTV

Do I need an HDTV after Feb. 17,
2009?

NO...BEFORE!! (just kidding)

HDTV is not necessary to receive the
new over-the-air digital programming
(but a darn good excuse to get a
fancy new high def set)

FYI

On March 1, 2007 the FCC passed a rule that prohibits the manufacture, import or interstate shipment of any device containing an analog tuner, unless it also contains a digital tuner.

FYI

The FCC passed another rule on May 25, 2007 that allows retailers to sell their existing “analog-only” inventory, but consumers must be informed if they are buying such a set. A sign with specific wording must be posted.

(Radio Shack was fined \$100,000 by the FCC for failing to label analog TV sets)



SLUG or NO SLUG

Will the country be awash
in unwanted TVs

or

Will this be similar to the
Y2K hysteria?

TVs



CRAP SHOOT

- Consumer's Union Estimate: 80 million obsolete TVs
- Best Buy Spokesperson: 40 – 80 million unwanted TVs
- Consumer Electronics Asst. Survey: 13.5 million antenna-only TV households
- FCC Report: 14% of US households watch TV over-the-air exclusively...15.5 million households

ANOTHER ROLL OF THE DICE

- HOTELS
- BARS
- HOSPITALS
- OTHER QUANTITY TV USERS

A GOOD GUESS

- One in four U S households will recycle at least one TV, which equals about 28.5 million TV sets, enough to fill 148,000 semi-trailer trucks or 6.5 million cubic yards
- FLORIDA
 - Population: 18,680,000
 - Households: 7,425,000
 - 1 in 4: 1,850,000 TVs !!
 - (1 TV for every 10 Floridians)

WHEN WILL IT COME?

Who Knows...

Super Bowl: 1.7 million TVs sold in 2006
2.5 million TVs sold in 2007

June, July, August: Summer Sales
Christmas Ad Blitz

CAN FLORIDA HANDLE IT?

YES.....BUT.....

16 Commercial Electronics
Recyclers

3 have shredders

1 doesn't take TVs

BUT...WHO PAYS?

TVs cost to recycle...period!

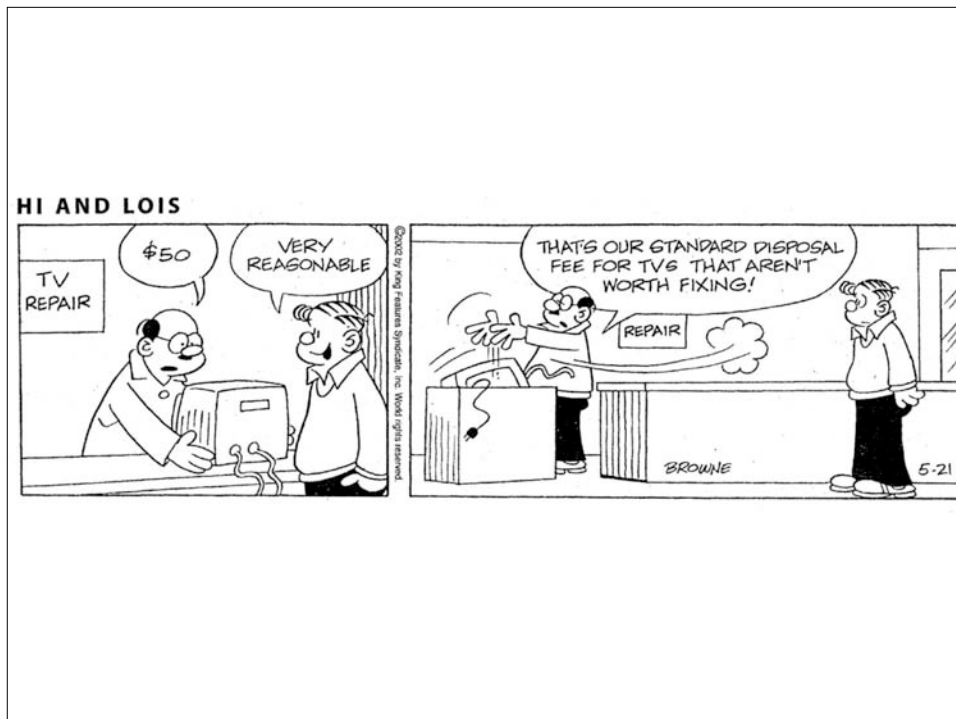
FREE RECYCLING

(Local Governments Pay)

or

FEE RECYCLING

(Private Citizens Pay)



HOW MUCH?

BY WEIGHT OR BY UNIT

7 cents/LB labor

15 cents/LB glass

22 cents/LB minimum w/o any profit

AVERAGE IS ~40 CENTS/LB

(CA is 48)

50 LB TV X 40 cents = \$20.00

TVs VARY GREATLY ~\$20-

WHAT'S BEING DONE...STATES

Extended Producer Responsibility (EPR)

- Minnesota
- Connecticut
- Oregon
- Washington
- Texas
- North Carolina
- Maine
- New Jersey

WHAT'S BEING DONE...OEMs?

- Sony and Waste Management teamed up
75 facilities in the US
2 in Florida
- Panasonic, Sharp and Toshiba formed the
Electronic Manufacturers Recycling
Management Co., LLC
and have contracts with Philips, Sanyo, Hitachi,
Mitsubishi, JVC, Pioneer
(OEM = Original Equipment Manufacturer)

WHAT'S BEING DONE...NGOs?

- Basel Action Network
- Silicon Valley Toxics Coalition
- Electronics TakeBack Coalition
“Take Back My TV”
Campaign

(NGO = Non-Government Organization)

WHAT'S BEING DONE...DEP?
GETTING THE WORD OUT:
"IT'S COMING!"

- Web Site-TV Info Electronics Page
- Contacted Recyclers
- Remind Local Governments
(Recycling Coordinators and Household

WHAT'S BEING DONE...DEP?

Electronics Home Page

<http://www.dep.state.fl.us/waste/categories/electronics/default.htm>

Interactive Map for TV Recycling

<http://internetdev/waste/categories/electronics/pages/televisions1.htm>

WHAT'S BEING DONE...LEON COUNTY?

Leon County has an electronics recycling program located at their landfill site at 7550 Apalachee Parkway, open Monday – Saturday from 8am – 5pm. One TV or 1 computer system per trip accepted free of charge.

Phone 606-1823

<http://www.leoncountyfl.gov/recycling/e-cycling.asp>

TV FUN FACTS

...OR WHICH TV SHOULD I BUY?

- Over 50% of TVs sold in 2008 will be Flat Panel
- Selling for 25% less than a year ago
- LCD Flat Panels will be the dominant TV display format
- Several BIG manufacturers are pulling back from Plasma and Rear-Projection markets (good deals less support)

Stay Together or Part Ways?

Questions?

www.dtv.gov

