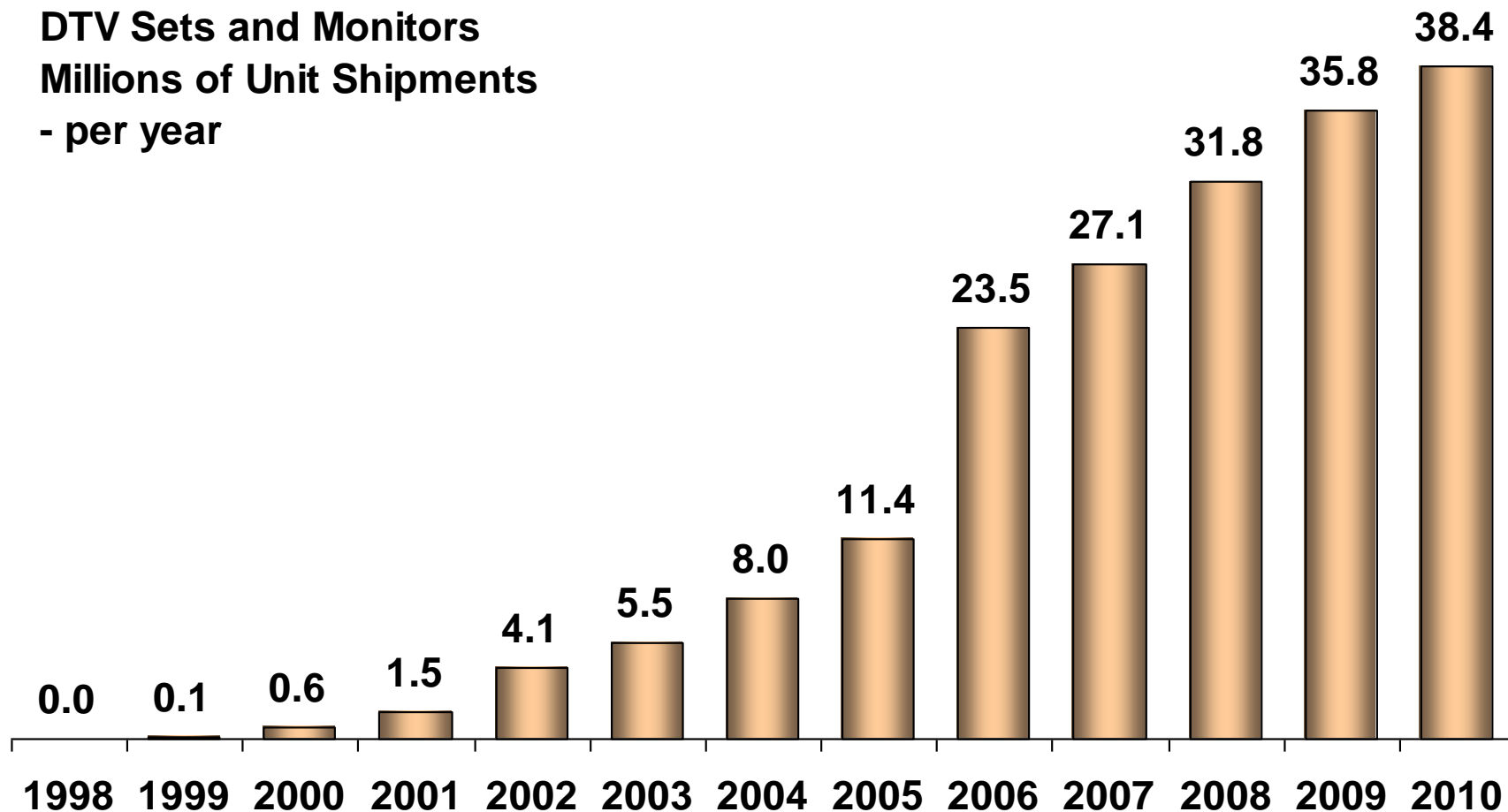


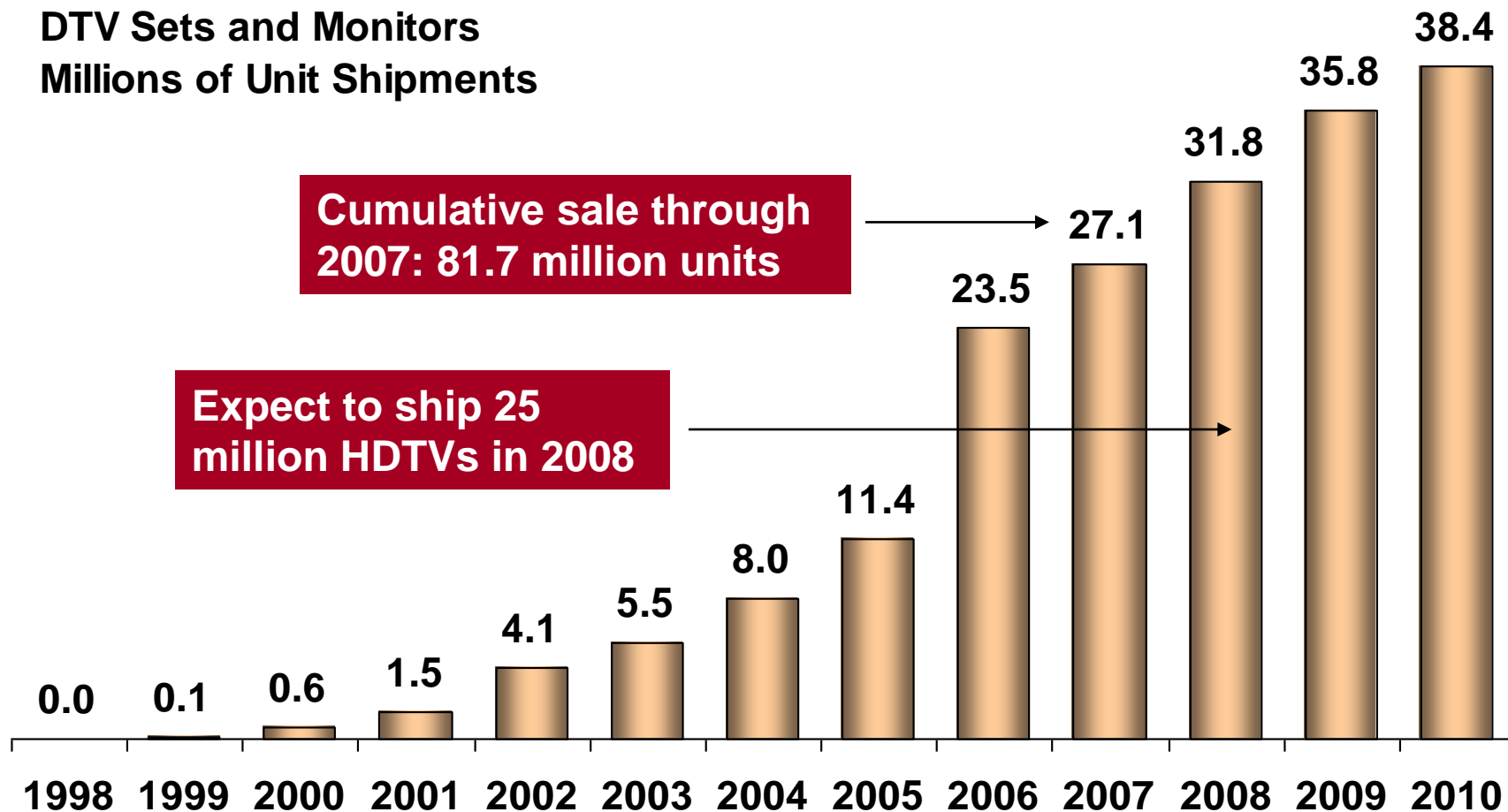
Historic DTV Sales

DTV Sets and Monitors
Millions of Unit Shipments
- per year



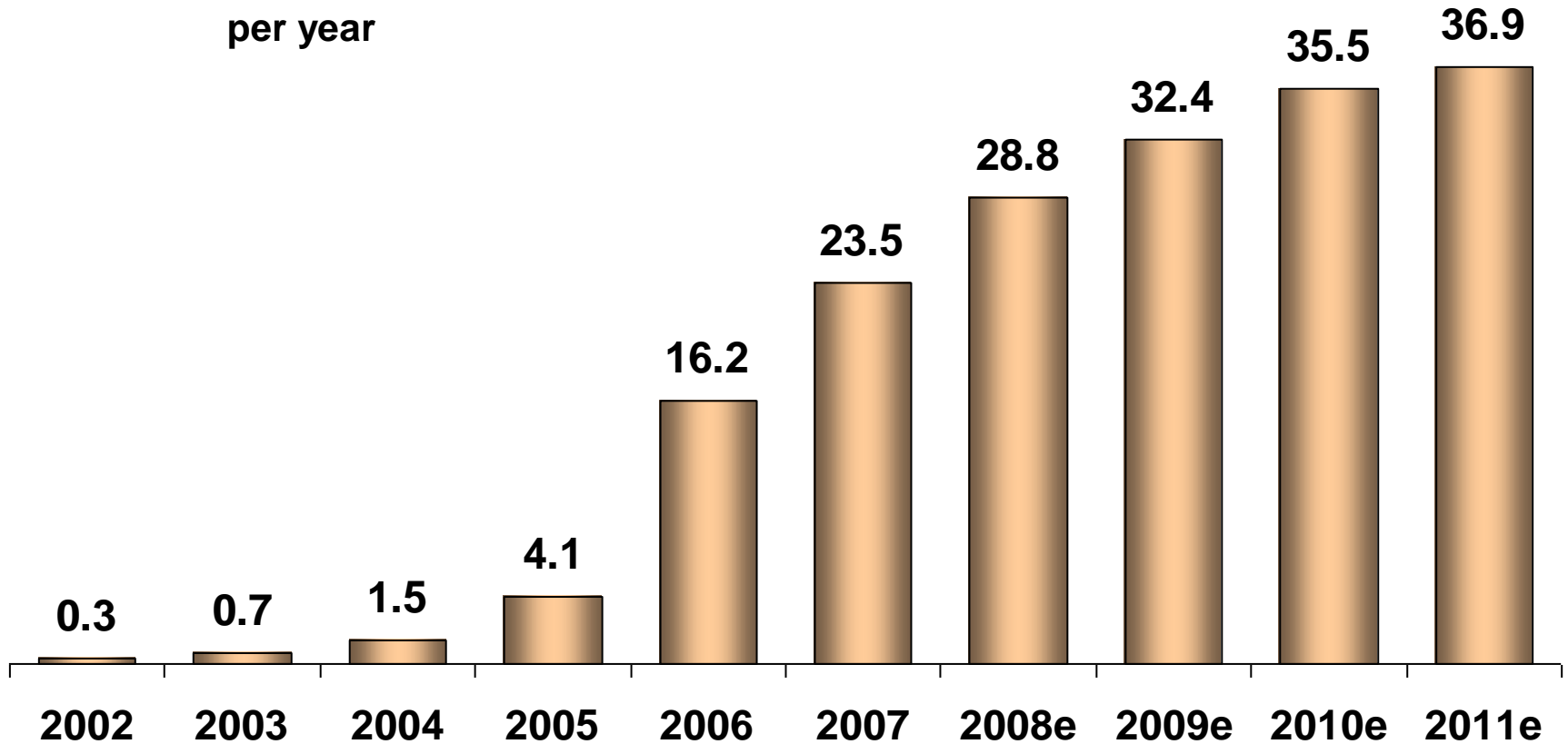
Buying More Digital

DTV Sets and Monitors
Millions of Unit Shipments



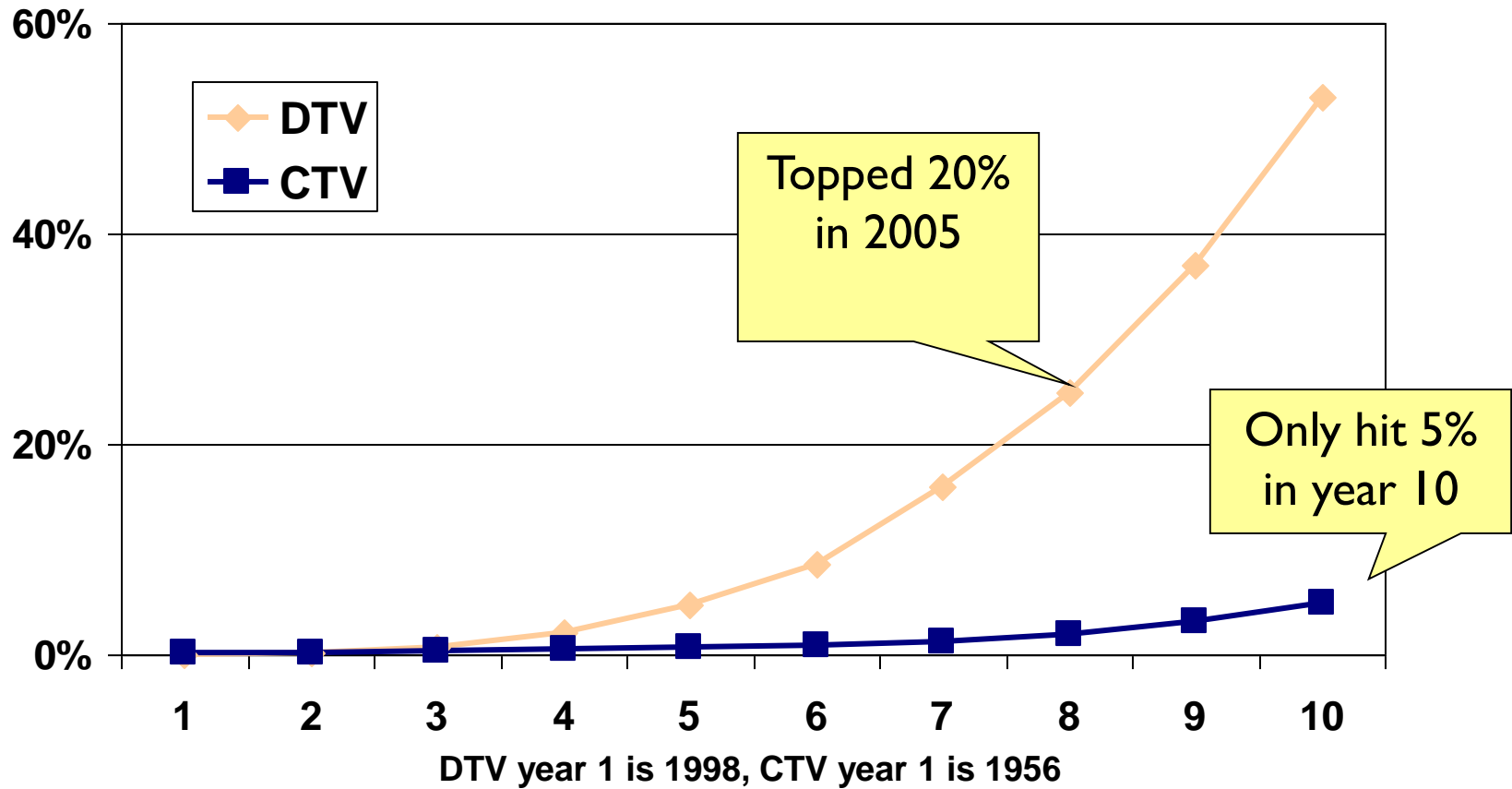
ATSC Integrated Sets

Millions of Unit Shipments
per year

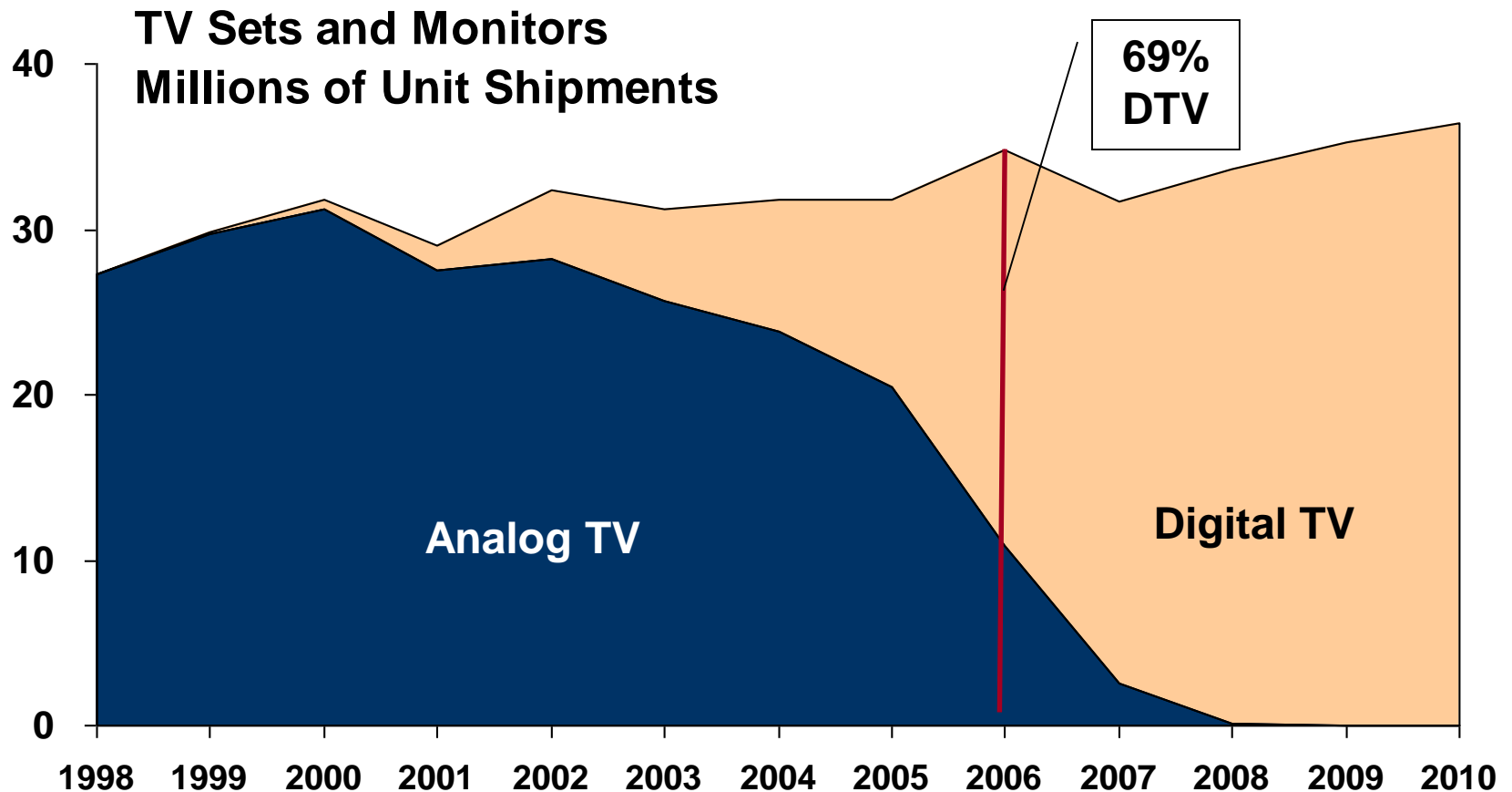


DTV vs. Color TV Penetration

Includes Sets and Monitors



Digital Surpassing Analog



1999 - FIRST INTEGRATED HDTV – 64W - \$15,000



100" X 100" Display
 Format
 All Format Up Converter
 33 Y/C Color Filter and
 Black Level Expansion/
 White Level Compression
 Three 5" CRTs with Digital
 Convergence
 Color Converted HDTV
 Lamp System
 805 Stereo and Dolby
 Digital™ (Dolby)
 22 Watts of Audio Power
 82 Speakers including 62
 Surround™ Volume Control
 Multi-Brand Remote with
 LCD Readout
 ATSC/NTSC H-F-P
 Guide Plus™ Gold
 Program Guide
 HDCBS Ready (15-pin HD)
 21 A/V Jacks, including
 DVB-H-Rice Component
 Video In, also 2 S-Video
 In & 1 S-Video Out, 8/F
 AV/DI and Front Input
 Jacks
 Screen Protector Included

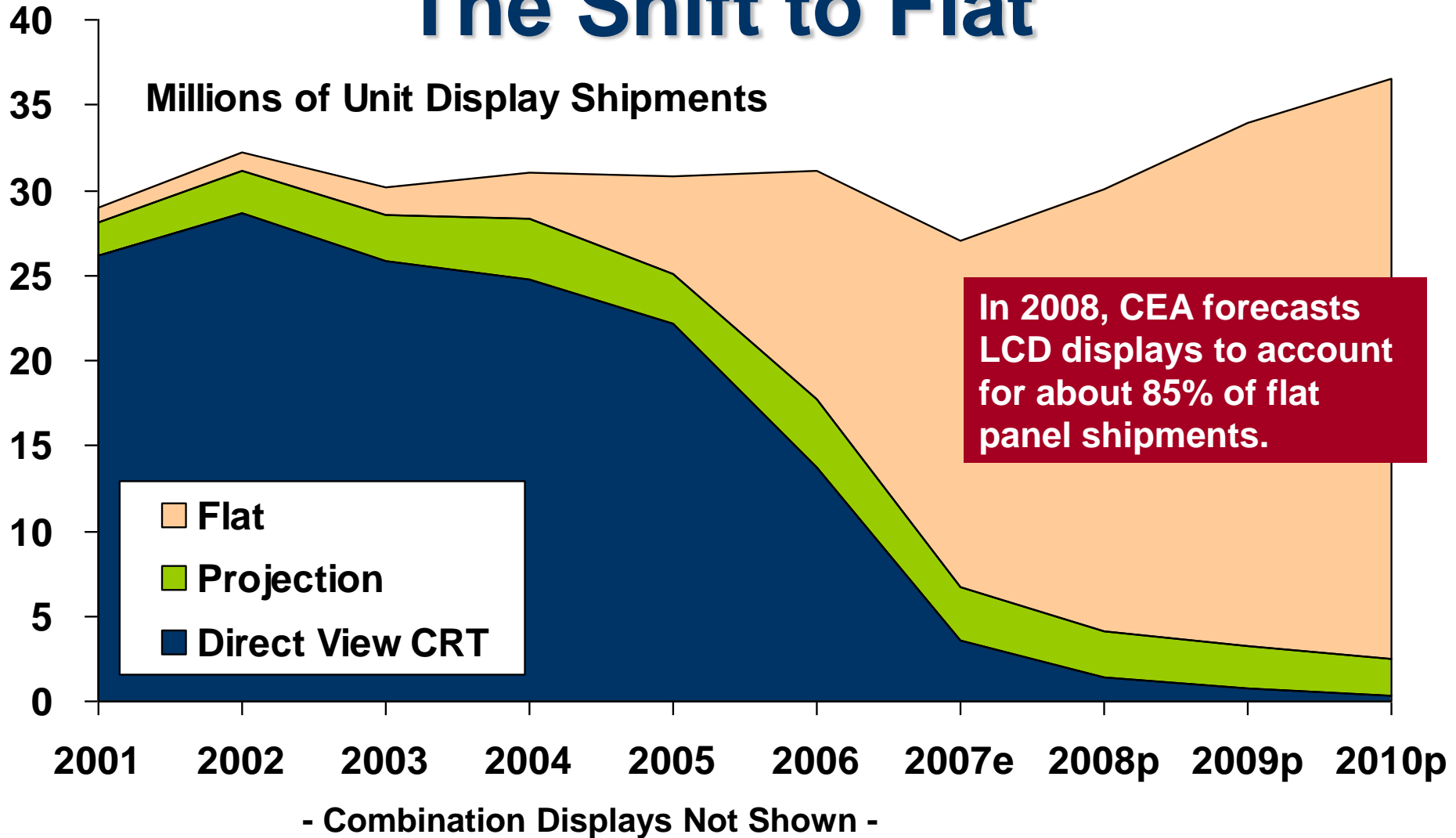


2008 - INTEGRATED HDTV RECEIVERS - \$200-\$3,500



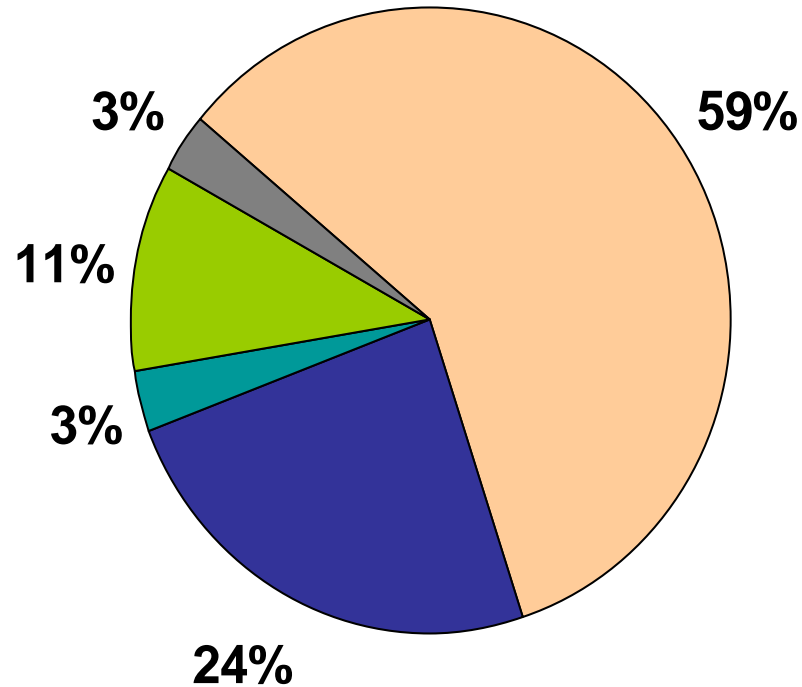
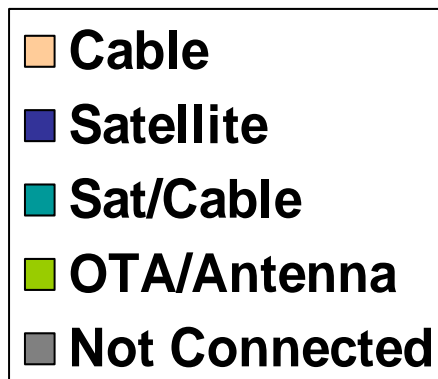
The Shift to Flat

Millions of Unit Display Shipments

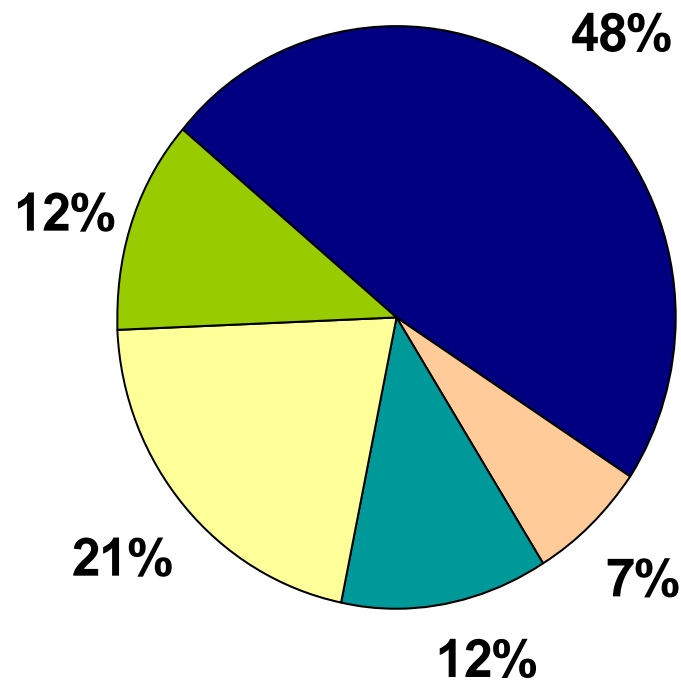
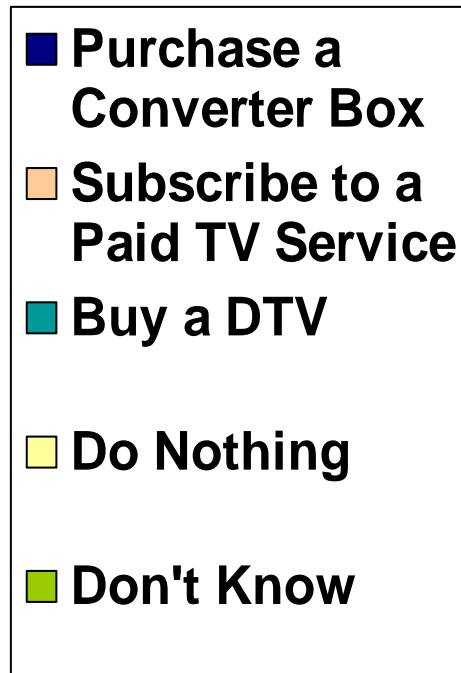


U.S. TV Reception Profile

Percentage of U.S. Households



Actions Antenna Only Consumers Expect to Take due to the Transition



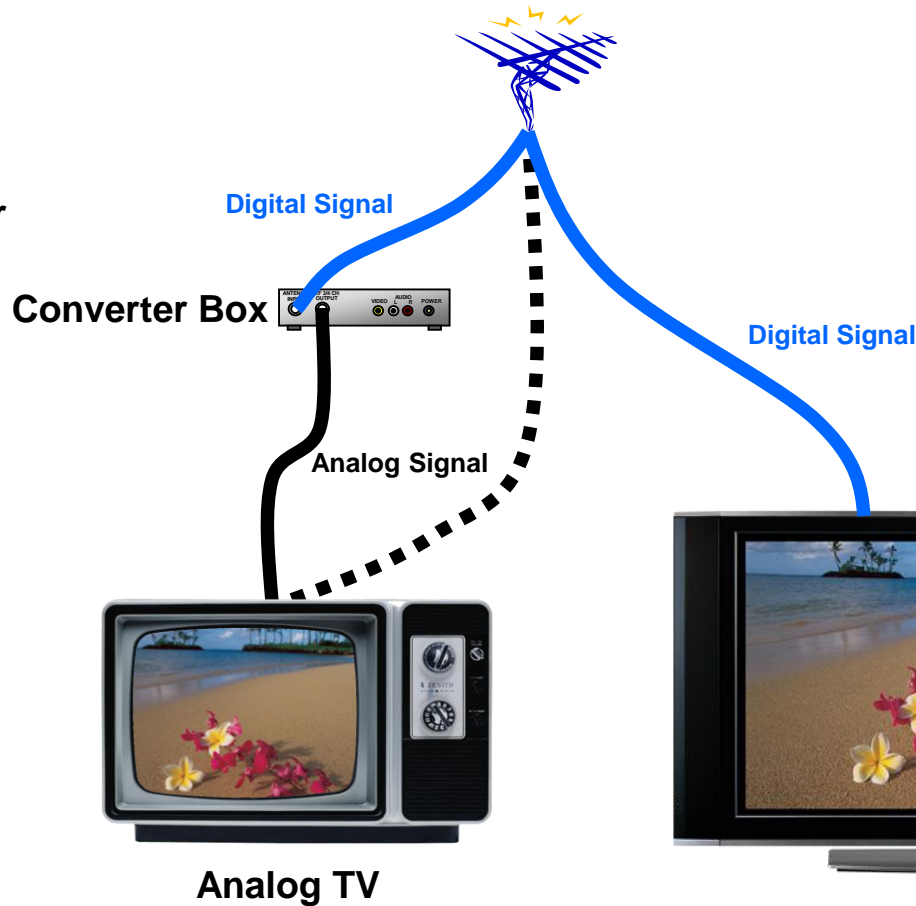
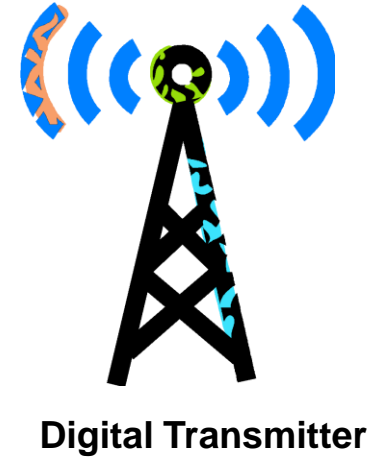
25 – 30 Million Converter Boxes will be
needed in the U.S. in the next 12 Months

Government-led D>A Converter-Box
program

CECBs = Coupon Eligible Converter Boxes

DTV Converter Box

Enables Analog TVs to work after Analog
(NTSC) Signal is turned off



DTV Converter Box

Enables Analog TVs to work after Analog
(NTSC) Signal is turned off



Analog Transmitter



Digital Transmitter

Converter Box



Digital Signal

Analog Signal

Digital Signal



Analog TV



HDTV

CECB Current Status

- 12.7M coupons requested
- Coupons worth \$40 each – two per HH
- 7.7M mailed out
- 1.5 M redeemed (est.)
- retail cost of converters: \$40 - \$60
- ~ 80 models listed on NTIA website

<https://www.dtv2009.gov/>

February 17, 2009

**End of Analog TV
Broadcasting
[283 Days from today]**

**Dawn of the ALL-DIGITAL
Broadcast Age**