



Global Forum 2007

Media & Content Issues in the New Convergent Environment

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Getting
U.S. Consumers
Ready For
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DTV Transition

Who's Affected?

- Every U.S. household that receives free O-T-A television
- 19.6M over-the-air only HHs (17.8%)
- 14.7M HHs with some OTA sets (16.1%)
- Total 34M HHs with some over-the-air (34%)
- Total over-the-air sets: 69M

Source of estimates: NAB Research analysis of Spring 2006 Knowledge Networks/SRI Home Technology Monitor survey; 2005-2006 Nielsen U.S. TV Household estimates.

DTV Transition

Disproportionately Affected Groups:

- Seniors
- Minority Populations
- Low Income
- Rural Areas

DTV Campaign Components

1. Research
2. Coalition
3. Media Outreach
4. The Role of Government
5. Reaching the Public

- **DTV
Trekker**
- **600 Events
Nationwide**
- **Kickoff:
November 3**



DTV Transition

Media

- Website -- www.DTVAnswers.com
 - Information clearinghouse on DTV for all audiences
 - Journalists
 - Opinion makers
 - Consumers
 - Retailers
 - Broadcasters
- www.dtvtransition.org

DTV Transition

What else

- Multicast Channels
- Mobile TV
- Other??