

# **NORTHLAND HAS YOU COVERED**

## **for the digital TV (DTV) transition**



**Q What does the digital TV (DTV) transition mean?**

**A** On June 12, 2009, all broadcast channels (i.e. NBC, ABC, CBS, FOX) will cease transmission of their analog TV signal and broadcast their signal only in a digital format.

**Q What do I need to do to prepare for this transition?**

**A** NORTHLAND CUSTOMERS WILL NOT NEED TO DO ANYTHING. You will continue to be able to use your existing TV sets. We will take care of converting the signals and sending them to you exactly the same as we do now. In fact, we are already carrying many broadcasters' digital signals.

**Q What is the difference between analog TV and DTV?**

**A** Crisper picture quality, sharper sound and eventually more channels.

**Q Why the switch to DTV?**

**A** The government has mandated this transition to free up the analog frequencies ("airwaves") used by broadcasters so that public service agencies and emergency responders can have dedicated "airwaves" for their use.

**Q Do I need to buy or lease any equipment to receive DTV?**

**A** No, as a Northland customer no additional equipment is necessary.

**Q Do I need to replace my television set to view DTV?**

**A** No, as a Northland customer you can continue using any of your television sets.

**Q Do I need to subscribe to a digital package to receive DTV?**

**A** No, as a Northland customer you can subscribe to any of our television packages.

**Q Will my cable bill be affected by this transition?**

**A** No.

**Q So why all the fuss about the Digital TV Transition?**

**A** The digital TV transition means that the old TV antennas will no longer work to receive a signal without a digital capable television or converter. Anyone without a service provider such as Northland will be required to purchase a new TV set or purchase or lease a converter or even install a new rooftop antenna to receive the new signals. As a customer of Northland, you can relax and let us do the work.