



For Immediate Release

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Centris Report on Digital TV Transition Identifies Current Status of the Conversion and Opportunities for Marketers

With four weeks left before the transition, Centris research indicates there are 14.6 million Primary OTA households; 8.5 million are likely to be adversely affected

FORT WASHINGTON, Pa. – January 15, 2009 – A new report released by Centris today, a month before the country's transition to Digital TV (DTV), provides estimates of the number of US households that will be affected by the upcoming digital conversion, their profile, their plans for handling the transition, and estimates of the impacted households in the top 25 US markets. The research also provides an overview of the issue, the key players in the conversion process and the programs that have been developed to address the technology conversion. Centris provides marketing intelligence on electronic communication services, including voice, video and data products.

Beginning on February 17, 2009, every major TV broadcast company will convert from analog to digital transmission. According to Centris, when this occurs the greatest adverse impact will be to Over the Air (OTA) homes that have opted to continue receiving OTA signals and are not adequately prepared for the transition.

Centris estimates that there are 33.8 million homes that will be affected by the DTV conversion. These consist of 14.6 million primary OTA households that use OTA as their primary source of TV reception, and an additional 19.2 million households that have multiple signal connections including pay-TV.

Of the 14.6 million primary OTA households, Centris estimates approximately 6.1 million (42%) should be prepared to manage the transition assuming they have purchased a converter box and successfully install it. Centris estimates that 8.5 million primary OTA households (58%) of the total primary OTA households nationwide are located in physical areas where using existing antennas will result in trouble with signal reception ("antenna gap") or other technology challenges. This estimate is only slightly below the company's 9.2 million estimate released by Centris in early 2008 and reflects continued declines in OTA households. This means that a large number of TV viewers will require additional options other than the primary converter box program to continue receiving adequate signals.

According to Dr. Paul Rappoport at Temple University and a Centris consultant, "This government-mandated transition will bring about an improvement in the way many people receive TV transmissions. However, for a variety of technical and geographic reasons some homeowners may experience difficulties. The report offered by Centris provides a laser-focused look at how and where issues may arise, and translates that information into recommendations on how the industry can offer valuable solutions."

Bill Beaumont, president of Centris notes, "Centris has been studying this issue for several years. We believe there is a continuing marketing opportunity for service providers, manufacturers and retailers that develop targeted, local marketing programs. We expect this opportunity will not end on February 17, 2009 but continue well into the year as consumers embrace new service providers and seek new TV reception solutions."



Beaumont went on to explain: “In addition to pay-TV opportunities, Centris’ ongoing industry research indicates that certain segments of OTA households offer better opportunities than others for marketers. For example, Centris research indicates that almost one-half (45%) of certain households segments that switch to cable also sign up for other voice, video, and data services. Finally, an opportunity also exists for companies that offer non-TV services. Retailers that offer both sales and installation of antenna and other needed equipment may also benefit from selective households wishing to retain OTA reception.”

For more information about the Centris syndicated research report on the DTV transition, titled “US Digital Conversion: Status and Opportunities,” email info@centris.com . The report is available for \$2,500.

Background on DTV Transition:

In December 2005, the U.S. Congress finalized the Digital Television Transition and Public Safety Act, which mandated the end of analog television broadcasting on February 17, 2009. After that date, the analog signal of more than 1,600 broadcast TV stations nationwide will cease; households that have not taken steps to receive digital television signals – whether through cable, satellite, or over-the-air (OTA) means – will not be able to view television channels they had previously received in their homes. Recent estimates suggest that 33.8 million homes receive OTA analog signals on at least one TV and would therefore be impacted by the transition.

About Centris:

Centris, headquartered in Fort Washington, Pennsylvania, is a specialized research organization owned by AUS Inc., one of the nation’s top marketing research companies. Centris helps clients understand the market for digital services including voice, video and data products. The company provides Omnibus Research Programs, Syndicated Research Reports, Market Profiles and Custom Research Services. Clients use these resources to understand markets, develop strategies, track competitors’ actions and optimize marketing mixes. For more information about Centris, visit www.centris.com.

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