

number of exclusively over-the-air television viewers between 1998 and 2009.²⁷ These data present a flawed picture of consumer demand for broadcast television. First, local stations provide the most popular programming carried by MVPD operators.²⁸ Second, the Task Force's analysis assumes that no over-the-air viewing occurs in homes that subscribe to an MVPD. To the contrary, over-the-air viewing in MVPD homes is significant and is an important service to these subscribers.²⁹ Third, the period covered in the Task Force's "snap shot" does not reflect the future. It represents the waning days of a single channel, fixed analog TV service. Contrary to the Task Force's dated snap shot, recent estimates indicate that over-the-air viewing in the United States will increase substantially over the next few years. A recent study showed that the number of over-the-air only homes is expected to increase by 36 percent, from 10.7 million in 2010 to 14.7 million in 2014.³⁰ Also, the overall number of homes that will have at least one over-the-air television receiver will increase from 32.3 to 51.4 million during the same period, an increase of 59 percent.³¹ These data show that, with the completion of the digital transition, consumer interest in over-the-air reception is growing.

²⁷ Public Notice, FCC, FCC Identifies Critical Gaps in Path to Future Broadband Plans (Nov. 18, 2009) at 2.

²⁸ According to TVB, "Broadcast television dominates subscription TV in delivery of the top 200 programs on a national level — it's the same story with local broadcast. In the top 10 people-metered markets, broadcast takes the lion's share of the top-rated programs—whether Adults 18-49 or Adults 25-54—when compared with subscription TV." Television Bureau of Advertising, *Local Market Top 200 Report*, http://www.tvb.org/rcentral/viewertrack/trends/Top_200.asp (last visited Dec. 18, 2009).

²⁹ See n.20, *supra*. Also, the so-called 56 percent decline must be taken in context. For example, a decline in over-the-air homes by 5 percentage points, from 15 percent of households to 10 percent, could be represented statistically as a 50 percent decline. The Broadband Taskforce provides no context for its data.

³⁰ Informa Telecoms and Media, UK LTD, *Global Digital TV: 9th Edition*, Oct. 2009, at 378. We recognize these figures may reflect lower over-the-air viewership today than is reported by Nielsen. Nonetheless, the data are significant, for they show an increasing trend in the overall use of over-the-air service.

³¹ *Id.*



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FOR IMMEDIATE RELEASE

Over-The-Air TV Viewership Continues to Grow in 2010

Antennas Direct president provides outlook on industry nine months after conversion

March 15, 2010: ST. LOUIS – The hype of the digital conversion has long passed, however nine months after the long-awaited, frequently talked about digital transition, sales of over-the-air antennas continue to climb, reflecting not only the continued growth of over-the-air television, but a trend developing among the American people.

"From current economic conditions, increases in cable and satellite TV rates to the expansion of over-the air channels and new technologies, there is a bright future for digital television," said Richard Schneider, president of Antennas Direct, one of the leading antenna manufacturers in the country.

Schneider, who passionately follows the industry, believes the facts are hard to ignore and offers the following insights on the growth of over-the-air television.

Over-the-air television is a cost effective alternative:

- The current economic conditions are causing viewers to question the cost and value of cable and satellite TV. The elimination of paid TV from the household budget leads to significant cost savings.
- The expansion of multicast in local markets gives audiences more viewing options. In markets that broadcast 40 plus digital and HD channels for free, over-the-air television is becoming the new basic cable.
- With services like Hulu, Apple TV and Netflix readily available, consumers can switch to over-the-air television without missing favorite shows and movies, traditionally found on cable channels.

Investment in digital television conversion strengthens over-the-air viewership:

- Billions of dollars have been invested by the government, broadcasters and American consumers in the DTV conversion, an investment that only supports the popularity of digital television.
- Original reports estimated that no more than 20 million DTV conversion coupons would be requested, however more than 34 million coupons were redeemed, and a total of more than 64 million requests for coupons were received.

Digital television is a growing trend and increasing in popularity:

- FCC reports that only 10 percent of American homes rely solely on over-the-air TV signals, however these numbers don't take into consideration the 35-50% of households that use an antenna as a supplement to pay TV. Close to 50 percent of the 114 million TV-watching households are using an antenna.
- Big box retailers have added or expanded their selection of antenna products. A leading electronics retailer has doubled both the number of SKUs they carry, and doubled their monthly orders from Antennas Direct. While a major wholesale club ran a digital TV antenna trial, selling out pallets of product in 72 hours. Based on this success, the retailer has subsequently begun rolling out Antennas Direct products nation-wide.
- Europe, who had an earlier digital transition than the U.S., has seen its over-the-air audiences explode in the three years since its conversion, almost 50% of all households in the United Kingdom are over-the-air only. The U.S. may easily follow the trend in Europe.

"Over-the-air viewership is continuing to rise dramatically due to all of these reasons," Schneider states. "This is not a dying industry, in fact new technologies are leading to more antenna innovation in the past 18 months than in the past 18 years. We can't make antennas fast enough."

Antennas Direct has doubled its revenue every year since its founding in 2003. The company's revenue jumped from \$3.4 million in 2008 to \$7.5 million in 2009 alone, and is expected to reach \$14 million in 2010 making it one of the fastest growing, privately-held companies in the nation.

About Antennas Direct

Antennas Direct is a St. Louis-based manufacturer of over-the-air antennas specifically tuned for core DTV frequencies. Its ClearStream antenna series has been widely recognized by broadcast engineers and industry publications for its patented design and performance for DTV. Antennas Direct, a 2009 Inc. 5000 fastest-growing company, has invested major resources into the discovery and implementation of new antenna technology and continues to test and modify antenna designs, raising the bar by which antenna performance and appearance are measured. Visit www.antennasdirect.com for more information.



Consumer Tips

for DTV Reception on VHF TV Channels 2-13

If you are having trouble receiving free, local over-the-air television with an indoor antenna for TV stations broadcasting on channels 2-13, we recommend you take the following steps.

Make sure you know the actual channels being broadcast in your area.

Some stations are broadcasting on channels that are different from what you see on your TV set. Call your local TV station(s) to get the correct channel(s) that they are using. This information is also available on the following websites:

- Federal Communications Commission:
<http://www.dtv.gov/>
- National Association of Broadcasters (NAB)/
Consumer Electronics Association (CEA)
Antenna Web: www.antennaweb.org.
- If you still have questions, call 1-888-CALL-FCC (voice) or 1-888-TELL-FCC (TTY) for assistance.

Do I need a new indoor or outdoor antenna?

Chances are, if you used an indoor antenna before the DTV switch, the antenna used for analog signals may still work.

1. Go to www.dtv.gov/maps/

2. Enter your address and/or zip code into the box labeled Enter Location. Click "Go!"

3. A color-coded list of channels appears below the box. If the signal is Strong (green), a simple indoor antenna will most likely work. For

Moderate (yellow) signals, an indoor antenna may work. Otherwise, consider an outdoor antenna.

4. Look under the Band column of the search results to find out whether you need a combined VHF/UHF



antenna or in a few selected markets a UHF-only antenna. It will also indicate whether you need an antenna capable of receiving high VHF (channels 7-13), low VHF (channels 2-6), or both.

5. For Information on aiming your antenna, click a station's call sign to find the location of the broadcast tower relative to your home.
6. Visit www.antennaweb.org and click "Choose an Antenna" for an alternate method of determining signal strength.

Make sure the antenna is capable of receiving all the over-the-air DTV stations in your area.

Basic:

- Even if an antenna is labeled HDTV or DTV, it may not be designed to receive all digital channels.
- Check the package to be sure it receives ALL VHF (2-13 or 7-13) and UHF (14-69) channels in your area.
- The Consumer Electronics Association (CEA) has adopted performance specifications for indoor antennas. Antennas meeting or exceeding these specifications will display the following logo.



Advanced:

- Directional antenna: receives weaker signals, but may require frequent adjustment.
- Multi-directional antenna: minimal adjustment, but will not receive as many weak signals.

Older model directional indoor antenna



Newer model, multi-directional indoor antenna



Avoid placing an indoor antenna on top of (or near) the TV set or in close proximity to other electrical devices.

This includes digital video recorders, DVD players, computers, cable boxes, modems and even compact fluorescent light transformers (CFL). Electrical devices in the home may cause interference to TV reception.

Continued on reverse

Continued from front

Try repositioning and moving the antenna to different locations in the room.

- Place the antenna in or near a window, if possible. Placing the antenna higher may also help.
- After each move, step back away from the antenna and wait a few seconds to allow the TV set or converter box to retune. In some cases, you may have to rescan your TV set or converter box after each move. You may need to add channels manually if they were not detected in the initial scan.
- For antennas with telescoping "rabbit ears," experiment with various lengths and positions. Pull the antenna out all the way to receive VHF channel 2 and shorten it to receive VHF channel 13. The remaining channels are best received at antenna lengths somewhere in between.
- You may need to purchase a longer connecting wire to allow for optimal antenna placement.

Amplified VHF antennas (channels 2-13) may harm reception.

- Amplified VHF antennas may amplify the interference from the electrical devices in your home.
- If you live close to a TV station tower, but still cannot receive the station, try using a non-amplified VHF antenna.

FM Interference may be an issue for the reception of DTV channel 6.

- If your antenna is able to receive FM signals, it may be receiving interfering FM signals
- Try using an indoor antenna that does not receive FM signals.

How do I connect an indoor antenna to a converter box and an analog TV?

You will need:

- Converter Box
- 75-ohm coaxial cables (2)
- Analog TV
- Antenna
- Composite A/V cable (OPTIONAL)

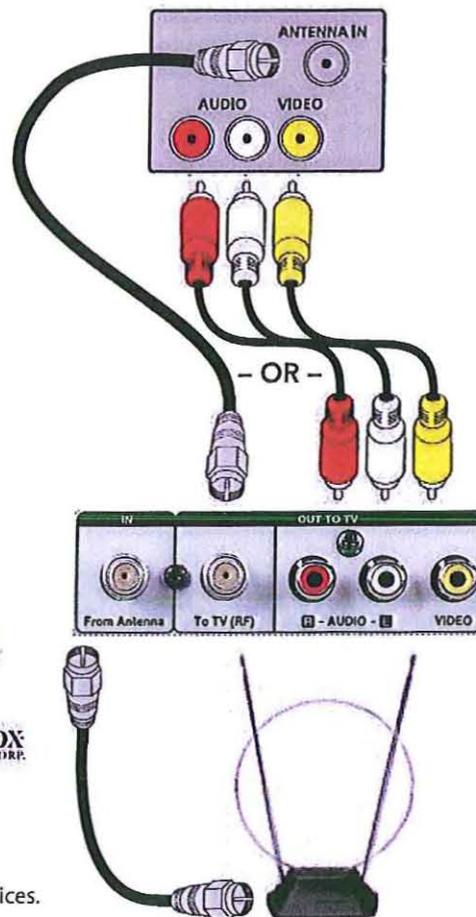
1. Plug the ends of one coaxial cable into the IN jack on the Converter Box and the OUT jack on the antenna.

Note: Some antennas have a built-in coaxial cable.

2. Plug the ends of the other coaxial cable into the OUT jack on the Converter Box and the IN jack on the analog TV.

OR

If your analog TV has Composite inputs, connect the red, white, and yellow ends of a Composite A/V cable into the OUT jacks on the Converter Box and the matching IN jacks on the analog TV.



The FCC believes consumers should consider these tips when purchasing an indoor antenna, but does not endorse specific products, brands or services.