

CHANGES HAPPENING AT CITY CABLE!

- *What is all the Excitement at City Cable?*
 - City Cable is moving its analog channels to a digital format!
- *Why is City Cable moving from analog to digital?*
 - On June 12th 2009 Broadcast television stations were mandated by the FCC to shut down their analog transmitters and transmit their signal in a digital format. Within that mandate is a requirement that all television sets produced and sold must be equipped with a digital tuner capable of receiving over the air digital signals as well digital signals provided by cable television systems. Televisions with analog-only tuners are no longer able to be sold. Digital channels provide better video and use much less bandwidth.
- *Are all Television sets all digital now?*
 - Most television sets have 2 tuners built into them. An analog tuner and a digital tuner. Only Television sets manufactured after May 25, 2007 are required to have digital tuners built into them.
- *If Television sets have both tuners why discontinue analog service?*
 - Digital service offers crystal clear picture and greatly enhanced audio. Far superior to anything seen on an analog transmission. It has been 4 years since the FCC ban on analog only televisions sets has been in place. As you replace your television sets you are purchasing one that is digital cable ready. For some time now many of you have been asking when will City Cable move to a digital service on all of our channels.
- *Does this mean analog only television sets can no longer be used on City Cable?*
 - Absolutely not! There are several ways you can continue to use your analog television. First, if you are already a digital subscriber receiving channels above 100 you are using one of our digital set tops which has a digital to analog tuner in place. If you are using that on an analog television set your service will continue work without interruption. The only difference you will see is far superior picture and sound quality on channels 2 – 79.
 - You can also purchase a digital to analog converter from City Cable for \$35 and connect it to your analog television and you are ready to go. The converters will be available at our office as the transition date gets closer.
 - City Cable will offer a lifeline package and continue to transmit channels 2-22 in analog format. You won't need to do a thing to continue to receive these channels on your analog television.

- *Do I have to purchase a converter from City Cable?*
 - No! You can purchase your converter any place you like. Just keep a couple of things in mind. Any converter you purchase MUST have an ATSC cable QAM tuner and it MUST be activated for use in a cable TV clear QAM environment. Many converters on the market will only have an 8VSB tuner for over the air broadcast television. This tuner will not work on City Cable.

- *What other benefits does moving to digital offer?*
 - Analog channels take up so much more of the channel spectrum than digital and this gives us the ability to add more services in the future. Services such as more standard definition channels and more high definition channels. We will also have the ability to offer faster and more efficient internet service in the future. Ultimately the savings in bandwidth by moving to digital will save the taxpayers of Poplar Bluff millions of dollars as we can make our infrastructure last for many years to come.

- *When will the digital transition take place?*
 - Our plans are to begin the transition in December of this year prior to Christmas. The city will be divided into areas and the transition will only take place in one area at a time. An exact schedule is as of yet to be determined. There is still plenty of time to upgrade to a digital television if you like. Converters are not yet available at our office and will be made available in certain areas of the city prior to your area being converted. You will have ample opportunity to purchase a converter from City Cable or other retailer before your area is converted.

- *Will I have to rewire my house?*
 - All of the cable wires in your home or business will work just as they do now. There is no need to rewire your home.

Please keep watching City Cable for further information