

General Questions

Q1: What is the Broadcast Digital Transition?

A1: All traditional broadcast stations, which locally include WHBF (4), KWQC (6), KLJB (7), WQAD (8), WBQD (11), KIIN (12), KGCW (13), and WQPT (14), have been mandated by Congress to convert their television signal from analog to digital by February 17, 2009.

Q2: Why is this being done?

A2: This is being done to free up frequencies for public safety communications such as police, fire, and emergency rescue as well as advanced wireless communication services.

Q3: How do I know if I own a digital TV?

A3: All TVs purchased after 5-25-07 are digital unless it is indicated differently on the back of the TV. If you are still not sure, refer to the owner's manual which came with your TV. It should indicate whether the TV has a digital tuner.

Further Information: *As of March 1, 2007, all televisions shipped in interstate commerce or imported into the United States must contain a digital tuner. In addition, effective May 25, 2007, the FCC required sellers of the televisions that do not include a digital tuner to disclose at the point-of-sale that such devices include only an analog tuner. Therefore, they will require a digital-to-analog converter box to receive over-the-air broadcast television. The TV will have to meet Advanced Television Systems Committee (ATSC) standards.*

Q4: Is a High Definition (HD) TV and a Digital TV (DTV) the same?

A4: No, there are many quality levels of DTV. The most common are:

1. **Standard Definition TV (SDTV)** - SDTV is the basic level of quality display and resolution for both analog and digital. Transmission of SDTV may be in either the traditional (4:3) or widescreen (16:9) format.
2. **Enhanced Definition TV (EDTV)** - EDTV is a step up from SDTV. EDTV comes in 480p widescreen (16:9) or traditional (4:3) format and provides better picture quality than SDTV, but not as high as HDTV.
3. **High Definition TV (HDTV)** – HDTV is in widescreen format (16:9) and includes 720p, 1080i and 1080p resolutions which provide the highest resolution and picture quality of all digital broadcast formats. Combined with digitally enhanced sound technology, HDTV sets new standards for sound and picture quality in television. (Note: HDTV and digital TV are not the same -- HDTV is one format of digital TV.)

Over-The-Air Viewers (Antenna Users)

Q1: Will I have to buy new TVs for my home?

A1: You will not have to buy a new TV. Consumers who receive free, over-the-air broadcasting via an antenna on analog sets, will have three options for continuing their television service after February 17, 2009:

1. Purchase a converter box that will convert the digital signal into analog for an existing television set;
2. Purchase a new television set with a built-in digital tuner; and/or
3. Subscribe to MPW Cable. We have affordable solutions.

Q2: What if I have a digital TV?

A2: If you have a digital TV, you should not need a converter box.

Q3: Do I need a converter box?

A3: As stated above, if you have a digital TV, you should not need a converter box. If you have an analog TV, refer to your options outlined in A1.

Q4: What is the benefit of the Broadcast Digital Transition to me?

A4: You can expect to see improved picture and sound quality as well as the ability to receive more channels. Also the digital transmission of the broadcast signals allow for multiple channels of programming information to be sent, so in the future each station could provide additional programming sources in their digital transmission. Today a couple of the local broadcasters are using this capability to provide a local weather channel; these are already available to subscribers of MPW Digital Cable.

Q5: Will my current antenna still work?

A5: With a good indoor or outdoor antenna, you will maximize your DTV reception. In general, dependable reception of DTV will require the same type of antenna that currently works to provide good quality reception of analog TV signals. An informational website with information about antenna requirements is www.antennaweb.org.

Q6: How do I take advantage of the \$40 government coupons?

A6: The government is providing up to two coupons for each home to purchase two converter boxes for **over-the-air** reception to help off-set the cost of the boxes. The coupons are valued at \$40 each. The converter boxes must be purchased within 90 days of the receipt of the coupons. Coupons will be available until March 2009, and are not transferable. The converter boxes are estimated to cost between \$40 and \$75. You may **not** combine the two coupons and buy one converter box.

Over-the-air converter boxes purchased with the \$40 coupon will not work with any cable system.

You may request a coupon by the following methods:

Online
www.dtv2009.gov

By Mail
PO Box 2000
Portland, OR 97208

By Telephone
1-888-DTV-2009 (1-888-388-2009)
TTY: 1-877-530-2634 (English)
1-888-495-1161 (Spanish)

By Fax
1-877-DTV-4ME2
(1-877-388-4632)

MPW Cable Customers Broadcast Digital Transition

Q1: What does the Broadcast Digital Transition mean for me as an MPW Cable customer?

A1: As an MPW Cable customer, you will see no change in your broadcast channels (WHBF, KWQC, KLJB, WQAD, WBQD, KIIN, KGCW, and WQPT) immediately following February 17, 2009. Because MPW Cable is converting the signal at our facilities you will see no change in service.

However, in order to meet current and future needs of our customers we are engaged in a Digital Simulcast Project. This will require changes to how some of you receive MPW Cable. In 2008, premium channels (15 HBO, 16 Cinemax, 17 Showtime, 18 TMC, 21 Encore, and 22 Starz) will no longer be carried. They will continue to be available in a digital format, which will require a digital converter box on each TV. During 2009, as we move forward through the Digital Simulcast Project, we will make efforts to keep all customers informed of any and all changes.

Q2: How do I find out more information about the Broadcast Digital Transition?

A2: There are several websites with good information. The sites below are ones we would guide you to for more information.

www.dtv.gov

www.dtvanswers.com

www.dtv2009.gov

www.dtvtransition.org

MP&W will be hosting informational meetings beginning in March 2008.

MPW Cable Customers Digital Simulcast Project

Q1: What is the Digital Simulcast Project?

A1: The Digital Simulcast Project is the first step in moving to a fully digital service. During this time MPW Cable will be broadcasting our current analog channels (2-80) in a digital format as well.

Q2: What does the Digital Simulcast Project mean for me as an MPW Cable customer?

A2: The Digital Simulcast Project will allow MPW Cable customers greater program selection and picture quality via an all-digital platform. Upon completion of the project at the end of 2009, MPW Cable customers will need an MPW Cable digital converter box. However, customers who purchase a CableCARD™-compatible digital TV or other TV-related device (such as a DVR, TiVo®, or digital converter box, etc.) will require a CableCARD™ from MPW Cable in order to continue to receive MPW Cable services.

Over-the-air converter boxes purchased with the \$40 coupon will not work with any cable system.

At the end of the Digital Simulcast Project, MPW Cable can provide additional Digital and HD Channels, and expand our VOD offering to include HD movies as well. The picture quality and clarity will be unmistakably the best you have seen. Other additional services and channels will be available to those who have not yet experienced digital. These will include VOD, interactive on-screen TV Guide, Music Choice (24/7 music), parental controls and much more.

Q3: Will I have to buy new TVs for my home?

A3: No. Non-digital TVs will work if they have a digital converter box connected to them. A digital TV will have to have either a digital converter box or be able to utilize a CableCARD™.

Q4: What is the benefit of the Digital Simulcast Project to an MPW Cable customer?

A4: Converting to digital will give all customers access to better picture and sound quality as well as more programming features, including Video On

Demand (VOD), Free On Demand (FOD) programming, commercial-free digital Music channels, and an interactive on-screen TV Guide. The Digital Simulcast also allows MPW Cable to offer additional digital and High Definition (HD) channels, as well as HD VOD.

Q5: Will I need a digital converter box on all of my TVs?

A5: We are currently looking at several solutions to this question and will have those available in the near future. A digital converter box at each TV or CableCARD™-compatible TV in conjunction with a CableCARD™ from MPW Cable are the current options available.

Q6: If I have a digital TV, what will I have to do in order to receive programming?

A6: A DTV with a CableCARD™ slot will need a CableCARD™. One without a CableCARD™ slot will require a digital converter box.

Q7: What is a CableCARD™?

A7: A CableCARD™ fits into a special slot on your TV and allows you to receive many of the same services as a digital converter box. There are two-way CableCARD™-compatible and one-way CableCARD™-compatible TVs. A two-way CableCARD™ supports both sending and receiving of a signal from your TV to MPW Cable. For example: you receive information about Video On Demand (VOD) movies and you send your movie selection to MPW Cable to order movies. This will also eliminate the need for a digital converter box.

A one-way CableCARD™ compatible TV will allow only a signal to be received by your TV. You can not send a signal or communicate back to MPW Cable. In order to have all of the features of digital such as the interactive on-screen TV Guide, you would still need a digital converter box.

Q8: What will a digital converter box or CableCARD™ a cost?

A8: The current rental cost is \$4 per month per digital converter box (includes CableCARD™) or \$1 a month per CableCARD™.