Ohio TV Stations' DTV Education Efforts and Business Models [Slides]

Louisa Ha
Bowling Green State University, louisah@bgsu.edu

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Ohio TV Stations’ DTV Education Efforts and Business Models

Louisa Ha, Ph.D.

Department of Telecommunications
Bowling Green State University

Presented at Digital TV in Transition in Ohio Panel, Bowling Green State University, February 4, 2009
Sources of Information

- FCC’s DTV quarterly activity reports 388 filed by TV stations
- TV web sites of the stations
- Digital TV program guides
## Digital TV Business Models of Ohio TV Stations

<table>
<thead>
<tr>
<th>Branded Content</th>
<th>Number of Stations (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>No change, same as analog</td>
<td>45 (68%)</td>
</tr>
<tr>
<td>Multicast, repackage main channel programs</td>
<td>7 (11%)</td>
</tr>
<tr>
<td>High Definition only</td>
<td>2 (3%)</td>
</tr>
<tr>
<td>High Definition and Multicast/repackage main channel</td>
<td>8 (12%)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Content Aggregator</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple network affiliate</td>
<td>4 (6%)</td>
</tr>
</tbody>
</table>
FCC DTV education requirement for TV stations

A. Run at least 3 PSAs and transition crawls everyday (commercial) **OR**

B. 16 PSAs and transition crawls per week and 1x 30 minute program per quarter and 1x 100-day countdown everyday (commercial)

C. Air 180 sec per day consumer education, at least 22.5 minutes per month between 6 p.m. and 12 a.m. AND Run 30 minute DTV related program (non-commercial only)

D. Additional DTV on-air initiatives, TV station web site, outreach efforts such as speaking engagement, community events and other (all broadcasters)
Top 5 Ohio TV Stations in prime time PSA announcements

Number of PSAs aired
6-11:30 p.m.,
Last quarter 2008

WQHS (Cleveland)  375  
WTLW (Lima)       265  
WBNX (Cleveland)  177  
WMFD (Cleveland)  170  
WBNS (Columbus)   124
### Top 5 Ohio TV stations in 30-minute DTV education program offering

# 30-minute programs, Last quarter, 2008

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMFD (Cleveland)</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>WTOV (Steubenville)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>WDLI (Cleveland)</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>WLMB (Toledo)</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>WHIO (Dayton)</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>WLIO (Lima)</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
Examples of Additional Efforts

• WCPO, WSYX, WTTE, WLMB adopt phone bank for viewers to call in with their questions. WLMB also uses emails to reach viewers who have transition problems.
  ▪ WTLM locally produced spot inviting viewers to call the station for help and apply for $40 converter coupon.
  ▪ WLWT takes advantage to youtube.com to post DTV informational video
  ▪ WUPW sends out a monthly DTV transition E-blast to approximately 1800 subscribers.