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

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Ohio TV Stations’ DTV Education Efforts and Business Models

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

<table>
<thead>
<tr>
<th>Number of Stations (%)</th>
<th>Content Aggregator</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 (6%)</td>
<td>Multiple network affiliate</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>Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMFD</td>
<td>Cleveland</td>
<td>6</td>
</tr>
<tr>
<td>WTOV</td>
<td>Steubenville</td>
<td>3</td>
</tr>
<tr>
<td>WDLI</td>
<td>Cleveland</td>
<td>2</td>
</tr>
<tr>
<td>WLMB</td>
<td>Toledo</td>
<td>2</td>
</tr>
<tr>
<td>WHIO</td>
<td>Dayton</td>
<td>2</td>
</tr>
<tr>
<td>WLIO</td>
<td>Lima</td>
<td>2</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.