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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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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

Number of Stations (%)

Branded Content

No change, same as analog	45 (68%)
Multicast, repackage main channel programs	7 (11%)
High Definition only	2 (3%)
High Definition and Multicast/repackage main channel	8 (12%)

Content Aggregator

Multiple network affiliate	4 (6%)
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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

WMFD (Cleveland)	6
WTOV (Steubenville)	3
WDLI (Cleveland)	2
WLMB (Toledo)	2
WHIO (Dayton)	2
WLIO (Lima)	2

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.