

## Wilmington, NC DTV Transition (September 10, 2008) Overview of DTV Calls

### Wilmington, NC Transition Calls from Third Day Overview/Analysis of Wilmington Transition Test DTV Calls

Category	Count
<b>CONSUMERS WHO WERE NOT AWARE OF THE TRANSITION</b>	
They were not aware of the switch to DTV	4
They were unaware of the correct transition date	9
They did not think the stations they watch would switch to digital	13
<b>Subtotal:</b>	<b>26</b>
<b>CONSUMERS WHO WERE AWARE BUT DID NOT ACT</b>	
They forgot to upgrade	3
They were unable to attain assistance to upgrade	1
They relied on another member of their household to upgrade	0
They waited too long to buy or set up a digital set or a converter box	14
They were out of town or too busy or knew they could do it later	1
<b>Subtotal:</b>	<b>19</b>
<b>CONSUMERS WHO HAD PROBLEMS WITH THE CONVERTER BOX COUPON PROGRAM</b>	
A coupon did not arrive in time	9
Wanted coupon or had not received coupon from NTIA	20
The retail store was out of boxes	0
<b>Subtotal:</b>	<b>29</b>
<b>CONSUMERS WHO HAD INITIAL DIFFICULTY WITH THEIR CONVERTER BOXES</b>	
Setting up converter boxes was too hard	13
They didn't understand the instructions for the digital set or the converter box	8
Their converter box "didn't work"	8
<b>Subtotal:</b>	<b>29</b>
<b>CONSUMERS WHO HAD RECEPTION AND TECHNICAL PROBLEMS</b>	
Their antenna didn't work or they have no antenna or their antenna wasn't connected	11
Problem with channel or call sign	25
Weak or spotty signal	42
<b>Subtotal:</b>	<b>78</b>
<b>CONSUMERS COMPLAINING ABOUT NOT RECEIVING WILMINGTON SIGNALS</b>	
Problem with channel or call sign	79
<b>Subtotal:</b>	<b>79</b>
<b>OTHER PROBLEMS</b>	
Satellite subscribers to Dish Network or Direct TV – did not subscribe to local package	18
They thought all their sets were hooked up to cable or satellite	0
They were waiting for cable or satellite installation	1
Wanted DTV consumer information sent to them	2
<b>Subtotal:</b>	<b>21</b>
<b>Total</b>	<b>281</b>