

# WABC-TV New York DTV Transition



# WABC-TV and the New York Market

- #1 TV market in the country
- 29 counties spread over four states
- 7.5 million homes and more than 20 million people
- #1 station in New York and the most-watched TV station in the entire country



# WABC-TV Platforms

- **WABC-TV Channel 7**
- **Live Well HD**
- **Accuweather Channel**
- **7online.com**
- **7togo.com**
- **Taxi TV**



# WABC-TV DTV History

- The conversion from analog to digital began prior to 2000
- WABC began digital broadcasting from WTC in August 2001
- After 9/11, analog and digital transmission facilities had to be constructed at the Empire State Building
- WABC was assigned channel 45 by the FCC for DTV
- During the FCC's final channel selection process, WABC requested shifting our digital broadcasting to Channel 7



# WABC DTV on Channel 7

- **Channel 7 appeared to be best choice to serve our over-the-air viewers:**
  - **We traditionally have delivered clear, reliable signals to our viewers on Channel 7**
  - **Viewers would be able to reuse existing antennas**
  - **Preliminary overnight over the air tests delivered reliable signals to test receive locations**
  - **Complications with Channel 7 still remained**



# WABC DTV Marketing Efforts

- **Ran daily Public Service Announcements and crawls**
- **DTV information on 7online.com**
- **Town Hall Meetings**
- **Eyewitness News Inserts**
- **News Specials**
- **Phone Bank**



~~2/17/2009~~



**6/12/2009**





# DTV Transition 6/12/09

- **WABC switched to digital only broadcasting at 12:30pm on June 12th**
- **Thousands of phone calls received that weekend**
  - **Converter box issues**
  - **Confusion over rescanning**
  - **Wrong antenna**
  - **VHF problems**

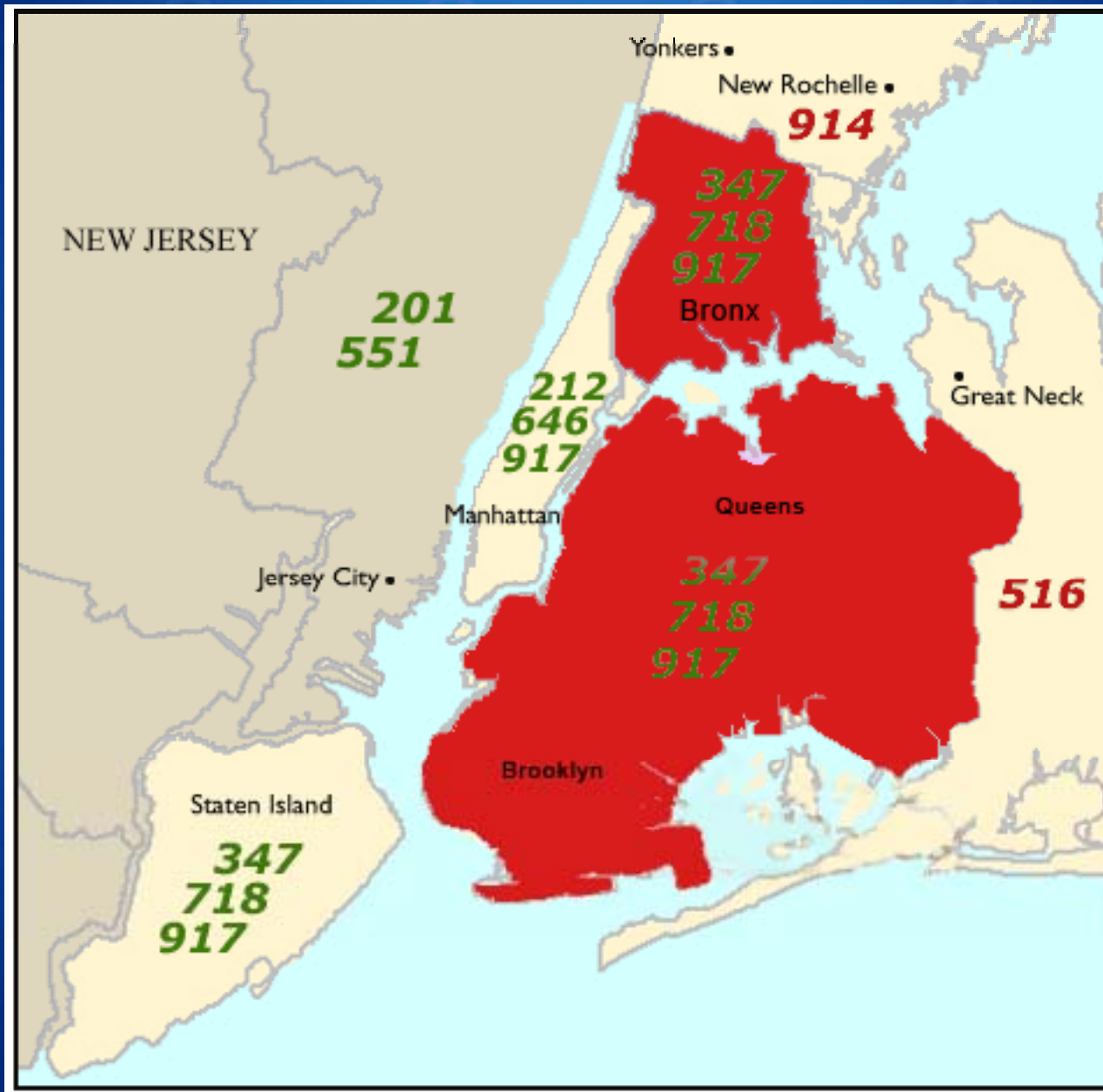


# WABC-TV DTV Call Center

- Open 7am-11:30pm Friday, Saturday, and Sunday
- 45 Employees manned phone bank
- Average length of call = 22 minutes
- Volume was heavy and steady entire weekend
- Total call volume approached 8,500
- Majority of calls came from 718 & 917 area codes

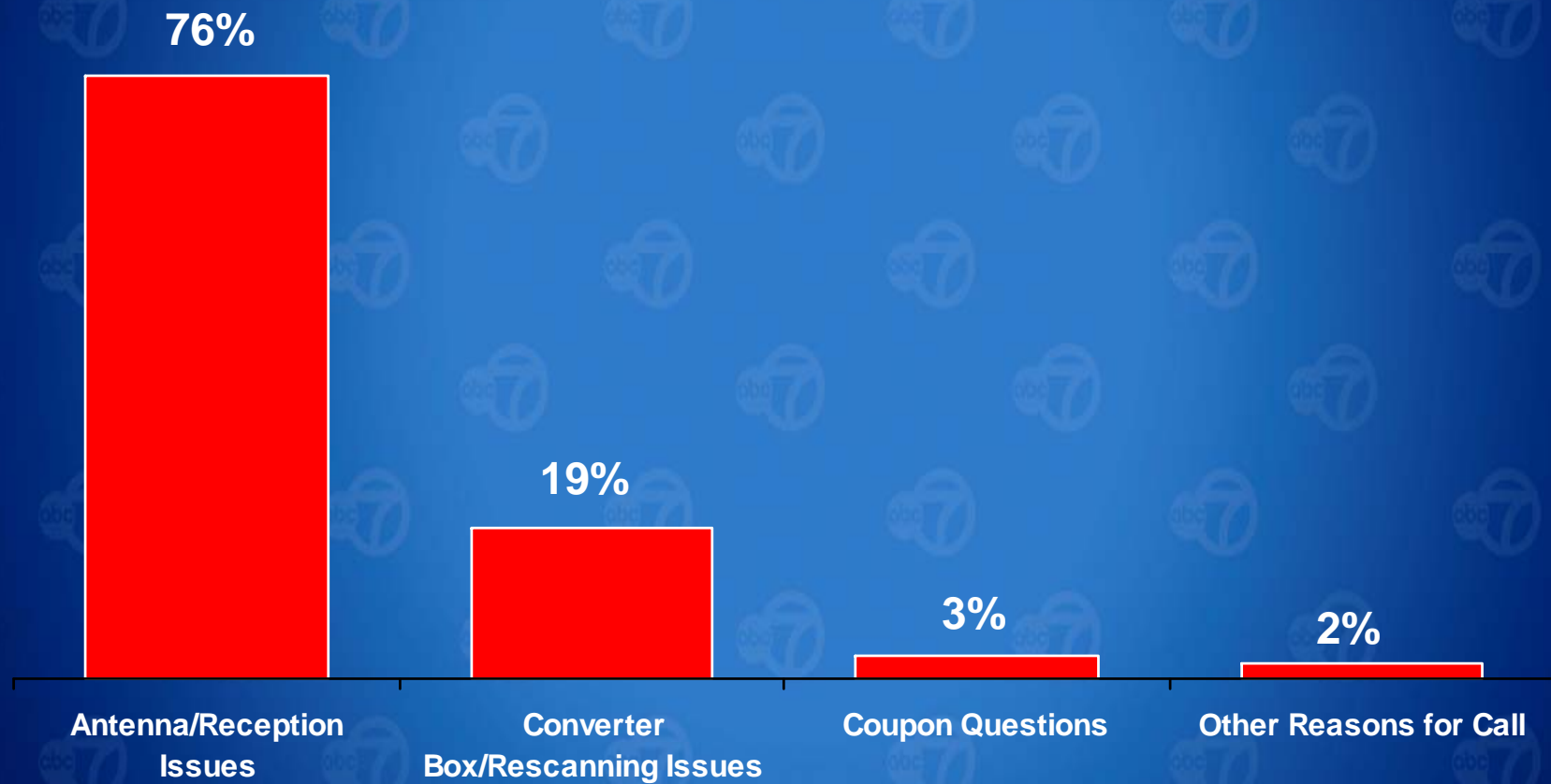


# NYC Metro Area Code Map



# WABC-TV New York

Data Collected From Callers 6/12-6/14/09



# Ongoing DTV Reception Issues

- FCC planning factors for VHF DTV stations were based on using a rooftop outdoor antenna
- Viewer phone calls and field tests pointed to the following factors affecting VHF DTV reception:
  - Many indoor antennas were sold as “DTV Ready”
  - The signal that is lost passing through building walls to reach indoor antennas was never accounted for
  - Negative effect of electronic noise from electronic devices and appliances on reception indoors
- Place holder



# Current Status

- **Current power – 11.69kW**
- **More transmitter power is required**
- **Request filed with the FCC on June 26th to increase our transmitted power from 11.69 kW to 27 kW**
- **The FCC has yet to act on this request, due to concerns about interference to Channel 8 NJN's WNJB**
- **New Jersey Network also operates three other DTV stations with overlapping coverage of NJ**
- **WABC has approached WNJB with the concept of a mutual power increase**
- **WABC continues to receive over 100 DTV calls per week**



# Nielsen NY Market DTV Readiness

	<b>Completely Unready</b>	<b>Partially Unready</b>
<b>Oct 1<sup>st</sup> 2008</b>	<b>3.54</b>	<b>5.64</b>
<b>Feb 1<sup>st</sup> 2009</b>	<b>1.72</b>	<b>4.91</b>
<b>Jun 1<sup>st</sup> 2009</b>	<b>1.30</b>	<b>4.62</b>
<b>Jun 15<sup>th</sup> 2009</b>	<b>0.90</b>	<b>3.90</b>
<b>Aug 1<sup>st</sup> 2009</b>	<b>0.00</b>	<b>2.89</b>



**“No viewer left behind”**





# WABC-TV New York

