

## PRESS RELEASE



### **ION Media Networks, NBCU, and APTS Continue to Lead the Charge for a Smooth Digital Transition**

#### ***Companies Announce Second Wave of Analog Shut-Off Tests Set for Early December in Five Markets: New York, Los Angeles, Washington, D.C., Hartford and Dallas***

##### ***New York Reinforces Consumer DTV Readiness with Second Test***

(West Palm Beach, Fla. – November 25, 2008) – In preparation for the February 17, 2009 government mandated digital television (DTV) switchover, ION Media Networks, Inc., owner and operator of the nation's largest broadcast television station group, in conjunction with NBC Universal and the Association of Public Television Stations (APTS), announced today that they are continuing their leadership to ensure a smooth transition for consumers with a second wave of soft analog shut-off tests. These tests will take place in five major markets throughout the U.S. in early December. Los Angeles, Washington, D.C., Hartford and Dallas will all be conducting first-time trials while New York will follow the success of its first soft analog shut-off test last October with a second test to ensure readiness of the nation's largest market.

The testing will take place December 2 – 4 in a range of times and durations, see below:

<b>Market</b>	<b>Date of Test</b>	<b>Type</b>	<b>Length</b>	<b>Time</b>
Washington DC	12/2/08	SOFT	2 min	5:28p-5:30p
Los Angeles	12/2/08	SOFT	2 min	5:28p-5:30p 9:28p-9:30p**
New York	12/2/08	SOFT	2 min	6:57a-6:59a
Hartford	12/3/08	SOFT	30 min	Noon-12:30p 5p-5:30p
Dallas	12/4/08	SOFT	5 min	6:25a-6:30a
Dallas	12/4/08	SOFT	5 min	6:25p-6:30p
Dallas	12/4/08	SOFT	5 min	10:25p-10:30p

*\*Please find a list of participating stations at the conclusion of the release.*

*\*\*KCAL-TV only*

"With less than 85 days until the DTV transition, it is more important than ever that broadcasters do everything in our power to make sure that the country is fully prepared to achieve DTV readiness," said John Lawson, Executive Vice President, Policy and Strategic Initiatives, ION Media Networks. "These carefully planned exercises are

alerting at-risk consumers and generating very valuable data to help guide us for the real thing in February. ION Media is proud to lead these efforts with our colleagues.”

To simulate the federally mandated shutdown of television analog signals, a voluntary group of broadcast TV stations serving the aforementioned markets will participate in a soft-shutdown of their analog signal. The tests, ranging in length from two minutes to a half hour, will allow viewers time to determine if their television set(s) is DTV compatible, and if not, supplying them with the necessary resources needed to prepare for the end of analog broadcasting.

An on-screen message slate will appear across participating stations notifying audiences whether or not they are digitally connected. Should further preparation be required, a graphic will direct viewers to [www.DTV.gov](http://www.DTV.gov), the federal government’s information site about the conversion, and a designated hotline will be taking viewers’ live calls on the day of the test. Some stations have elected to include associated audio and/or message slates in other languages such as Spanish.

The era of traditional analog TV will come to an end on February 17, 2009 by order of Congress. The latest broadcasting technology, digital television, is set to transform television to a more efficient and effective model. By transmitting the information used to make a TV picture and sound as "data bits," a digital broadcaster can carry more information than is currently possible with analog broadcast technology. In addition, DTV will free up valuable broadcast airwaves for public safety usage and expanded wireless services like mobile. Following the switch-off date, consumers with non-digital televisions will need a converter and specified antennae in order to receive television broadcasts.

And the transition is only the beginning. Aside from enhanced digital reception and picture quality, the conversion will enable broadcasters to provide consumers with exciting new streams of programming via digital multicasting. Broadcasters also remain eager that the 2009 DTV transition will usher in a new broadcast television opportunity on the mobile front, allowing consumers to enjoy real-time, over-the-air television on next-generation portable and hand-held devices.

This test is being carried out by participating broadcasters in cooperation with the relevant state cable and telecommunications associations, and all major cable and satellite providers. TV sets served by cable and satellite providers should not see the test message.

Market	Participating Stations	
Washington DC	WRC-TV (NBC, Channel 4) WTTG-TV (FOX, Channel 5) WJLA-TV (ABC, Channel 7) WUSA-TV (CBS, Channel 9) WFDC-TV (UNIVISION, Channel 14)	WDCA-TV (MNTV, Channel 20) WETA-TV (PBS, Channel 26) WHUT-TV (PBS, Channel 32) WDCW-TV (CW, Channel 50) WPXW-TV (ION, Channel 66) WJAL-TV (Ind., Channel 68)
Los Angeles	KNTV-TV (NBC, Channel 1) KCBS-TV (CBS, Channel 2) KTLA-TV (CW, Channel 5) KCAL-TV (Ind., Channel 9)*	KCET-TV (PBS, Channel 28) KPXN-TV (ION, Channel 30) KOCE-TV (PBS, Channel 50) KLCS-TV (PBS, Channel 58)

	KABC-TV (ABC, Channel 7) KNBC-TV(NBC, Channel 4) KVEA-TV(TELEMUNDO, Channel 52)	KSCI-TV (IND, Channel 18)
New York	WCBS-TV (CBS, Channel 2) WNBC-TV (NBC, Channel 4) WNYW-TV (FOX, Channel 5) WABC-TV (ABC, Channel 7) WWOR-TV (MNTV, Channel 9) WPIX-TV (CW, Channel 11) WNET-TV (PBS, Channel 13) WLIW-TV (PBS, Channel 21) WMBC-TV (INDEPENDENT, Channel 63)	WNYE-TV (NYCTV, Channel 25) WPXN-TV (ION, Channel 31) WXTV-TV (UNIVISION, Channel 41) WNJU-TV (TELEMUNDO, Channel 47) WEDW-TV (PBS, Channel 49) WNJN-TV (PBS, Channel 50) WNJB-TV (PBS, Channel 58) WFUT-TV (TELEFUTURA, Channel 68)
Hartford	WFSB-TV (CBS, Channel 3) WTNH-TV (ABC, Channel 8) WTXN-TV (CW, Channel 20) WEDH-TV (PBS, Channel 24) WHPX-TV (ION, Channel 26)	WVIT-TV (NBC, Channel 30) WRDM-TV (ZGS AFFILIATE, Channel 50) WDMR-TV (ZGS AFFILIATE, Channel 51) WCTX-TV (MNTV, Channel 59) WTIC-TV (FOX, Channel 61)
Dallas	KDTN-TV (DAYSTAR, Channel 2) KDFW-TV (FOX, Channel 4) KXAS-TV (TELEMUNDO, Channel 5) WFAA-TV (ABC, Channel 8) KTVT-TV (CBS, Channel 11) KERA-TV (PBS, Channel 13)	KTXA-TV (Ind., Channel 21) KDFI-TV (MNTV, Channel 27) KDAF-TV (CW, Channel 33) KXTX-TV (TELEMUNDO, Channel 39) KFWD-TV (Ind, Channel 52) KPXD-TV (ION, Channel 68) KSTR-TV (TELEFUTURA, Channel N/A)

\*KCAL-TV's test will be conducted at 9:28p-9:30p

**About ION Media Networks**

ION Media Networks, Inc. owns and operates the nation's largest broadcast television station group and ION Television, which reaches over 94 million U.S. television households via its nationwide broadcast television, cable and satellite distribution systems, and features popular TV series and movies from the award-winning libraries of RHI Entertainment, CBS Television, NBC Universal, Sony Pictures Television, Twentieth Television and Warner Bros., among others. Using its digital multicasting capability, the Company has launched several digital TV brands, including qubo, a channel for children focusing on literacy and values, and ION Life, a channel dedicated to active living and personal growth. It also has launched Open Mobile Ventures Corporation (OMVION), a business unit focused on the research and development of portable, mobile and out-of-home transmission technology using over-the-air digital television spectrum. For more information, visit [www.ionmedia.com](http://www.ionmedia.com).

###

**Media Contacts:**

Amelie Tseng  
ION Television  
973-897-8868  
[amelie.tseng@comcast.net](mailto:amelie.tseng@comcast.net)

Nancy Zakhary / Matthew Levison  
Brainerd Communicators, Inc.  
212-986-6667  
[nancy@braincomm.com](mailto:nancy@braincomm.com) / [levison@braincomm.com](mailto:levison@braincomm.com)