

## **Comcast's Digital Migration**

Comcast is moving to a full digital delivery system in California and throughout the U.S. Comcast's objective is to migrate customers to digital, and enhance the quality of their services, at little or no additional cost to the customer. Our goal is to make this transition simple and customer friendly.

With this initiative, Comcast is improving picture quality and will free up bandwidth space to give consumers over 100 new channels, more High Definition (HD) choices, and faster Internet service.

### **FAQs**

#### **Q. What is Comcast's Digital Migration Project?**

The project involves transforming Comcast's Limited Basic and Expanded Basic cable channels (very roughly channels 2 to 82) from an analog to a digital format to add more bandwidth and give consumers dozens of new channels, more High Definition (HD) content, faster Internet speeds and advanced services.

To do this, all customers who currently have Limited Basic and Expanded Basic cable in their homes will need a Digital Transport Adapter (DTA), a small piece of equipment that plugs directly into the TV set. In addition, all Comcast customers, regardless of their service level, will need to have some type of a box on their individual TV sets (many already do). These boxes can be mailed or picked up and self-installed at home (a very easy process that many thousands of customers have already completed).

Delivering channels via digital format is a more efficient use of the existing cable infrastructure. By re-allocating analog channels to exclusive digital delivery, Comcast is able to triple the space on its network to give customers more of what they want – more HD channels, international networks and On Demand, as well as much faster Internet service. One analog channel occupies as much space as 10 digital channels or three HD channels.

#### **Q. Where is this happening?**

Comcast's systems throughout the Santa Cruz area – including customers in Aptos, Ben Lomond, Boulder Creek, Brookdale, Capitola, Davenport, Felton, La Selva Beach, Mount Herman, Santa Cruz, Scotts Valley, Soquel and Watsonville,.

#### **Q: How do I get the new equipment if I need it?**

After March 28, customers can either call 1-877-634-4434 or log on to [www.comcast.com/digitalnow](http://www.comcast.com/digitalnow), and a representative will be happy to assist and mail the self-install adapters to customers.

After March 28, customers can also visit any of the following store locations to pick up their self-install adapters: (These locations are open Monday – Saturday from 9 a.m. – 6 p.m.)

Santa Cruz	123 Doyle St	95062
Monterey	2440 Fremont St	93940
Salinas	1481 North Davis Rd	93907
San Jose	1900 South 10th St	95112
Milpitas	597 East Calaveras Blvd	95035
Sunnyvale	717 East El Camino Real	94087 (open 9 a.m. – 7 p.m.)

**Q: When is this happening?**

Comcast's Digital Migration will happen in three phases as outlined by the dates below:

**PHASE 1**

- February 28, 2013 Expanded Basic and Standard customers are notified that they need digital equipment on each TV set to continue viewing the six networks below.
- March 28 The following six TV networks convert from analog to digital. They can no longer be seen on TV sets without some type of box or adapter.
- |                       |              |                            |              |
|-----------------------|--------------|----------------------------|--------------|
| <b>Lifetime</b>       | (Channel 46) | <b>History Channel</b>     | (Channel 62) |
| <b>Animal Planet</b>  | (Channel 51) | <b>The Weather Channel</b> | (Channel 61) |
| <b>Travel Channel</b> | (Channel 71) | <b>Galavision</b>          | (Channel 72) |
- March 28 Customers can visit Comcast store locations to pick up their self-install digital adapter kits, and digital adapter self-install kits are available to be mailed to homes.

**PHASE 2**

- May 7 The remaining 31 Standard analog networks convert to digital (roughly the channel range from 35 to 82). These include the popular cable networks such as CNN, ESPN, TBS, TNT, AMC, MSNBC, Disney Channel and Comedy Central. They can no longer be seen on TV sets without some type of box or adapter.
- Mid-June Dozens of new High-Definition (HD) networks and new Hispanic networks launch. New package options launch: Family Tier, Digital Economy Video Tier and MultiLatino. New DOCSIS 3.0 internet speeds launch. Comcast makes advanced services like Anyroom DVR available.

**PHASE 3**

- Summer The 23 Limited Basic analog networks convert to digital (roughly channels 2 to 34). These include the local broadcast TV stations such as KION 46, KSBW 8, KCBA FOX 35, KQED, TV36 plus C-SPAN and Discovery Channel. They can no longer be seen on TV sets without some type of box or adapter.
- Late Summer New High-Definition (HD) networks, new standard definition (SD) networks and new international premium networks launch.

**Q: How is Comcast notifying its customers?**

Customers will be notified with letters, bill inserts, phone calls and screen crawls. We will also approach local newspapers and other media outlets to help educate people. We realize some people might not act even after mailers, phone calls, knocks on the door, and stories in newspapers. If customers don't have some type of a box on each of their individual TV sets, their channels will eventually be hidden.

**Q: What are Comcast's competitors doing?**

A: All of our competitors require boxes and have for years. Satellite providers like DirecTV and DISH, as well as AT&T U-Verse service all require customers to have equipment on every TV in the home, and in most cases there are monthly equipment charges of \$5-7 for additional receivers.

**Q: What will this cost customers?**

Limited Basic *only* customers will:

1. Receive up to three digital adapters at no additional monthly service charge
2. After the first three DTAs, each additional DTA will be \$.50 a month. (in other words, only people with more than three TVs would pay this charge)

Expanded Basic or Standard customers who currently have no digital equipment will:

1. Receive up to three digital adapters at no additional monthly service charge.
2. After the first three DTAs, each additional DTA will require a \$1.99 DTA additional outlet service fee per month.

Expanded Basic or Standard customers who currently have equipment, as well as Starter and Above digital customers, will:

1. Receive up to one DCT (larger set-top box) and two digital adapters at no additional monthly service charge.
2. After the first two DTAs, each additional DTA will require a \$1.99 DTA additional outlet service fee per month.
3. Additional DCT traditional set-top boxes are available for a Digital Additional Outlet Service rate of \$8.00 per month.

Customers can install the boxes themselves. Professional installation is also available at an additional charge.

**Q: What if I don't do anything?**

A: Any TV connected directly to Comcast service without a digital device will eventually lose access to the channels it currently receives. By calling 1-877-634-4434, a customer can easily be connected to a trained representative to ensure that this won't happen and the proper equipment gets in the home.

**Q: What benefits will people see?**

Immediately, everyone who adds a DTA to a TV set will receive better picture and sound quality than what they received with analog service. More importantly, they will not lose any channels when the digital migration occurs. They will also immediately receive access to existing channels, including:

Santa Cruz (Monterey – Salinas DMA)

19	KYMB this	164	Shop NBC
102	Leased Access	188	KSMS LATV
103	Leased Access	189	KQED Encore & Life
104	Comcast Hometown Network	190	KQED World
108	California Channel	191	KQED Vme
109	CSPAN 2	192	KQED Kids
116	Jewelry TV		

Once the digital migration is complete, Comcast will add dozens of new channels later this year.

**Q. Is this new Comcast digital initiative different from the federal digital broadcast transition that took place in June 2009?**

Yes. The June 2009 digital transition was mandated by the federal government and only affected broadcast channels received over the air via an antenna -- such as ABC, NBC, CBS, Fox and PBS. Comcast's digital migration affects customers who do not have some type of a box on individual TV sets.

**Q: Will I need the new equipment if I have a digital TV with a QAM tuner?**

A: Not immediately, but eventually yes. If you currently have a Digital QAM tuner, you will be able to continue to receive Limited Basic Cable channels and do not need a digital device at this time. However, customers will eventually need to connect a digital device to their QAM tuner equipment at a future date as we implement additional network security features. We encourage you to install and use the equipment provided by us or purchased from your electronic retailer (e.g. TiVo, CableCard™ etc.), to avoid any service interruptions.

**Q: Will I be able to use my VCR with these new DTAs?**

Yes. Hook up two DTAs to the VCR using one splitter. The cable coming out of the wall should go from the wall to the main end of the splitter, with the splitter then feeding the two DTAs. One line from one DTA goes to the TV, while another line from the other DTA goes to the VCR. This option allows you to record and watch programs on all stations. However, you won't be able to record programs on different stations while you are away, since the DTA lacks a dual tuner and can't automatically switch between channels.

**Q: Is my TiVo DVR compatible with the new Comcast digital equipment?**

A: Yes, TiVo DVRs are fully compatible with Comcast digital equipment and will allow you to access all of your channels.

TiVo Series3 DVRs (including TiVo HD and HD XL) will work without a digital set top box because they use CableCARDS to receive digital channels. Digital adapters are not needed.

TiVo Series2 and Series1 DVRs require a Comcast digital set top box or a digital adapter to receive digital channels.

If you have questions about setting up your TiVo DVR with a digital set top box, please check your TiVo owner's manual. You can also visit [www.tivo.com/alldigital](http://www.tivo.com/alldigital) or call 877-367-8486.