

# Digital Distinction

## *Three Different Things Happening*

**1**

### Cable Channel Moves

Limited # of cable channels will require equipment to view going forward

**Who:** Comcast B2 customers  
**What:** Channel moves from analog delivery to digital delivery (level of svc does not change).  
**When:** Ongoing.  
**Where:** Market-by-market across Comcast footprint  
**Why:** To free up bandwidth for a variety of reasons including must-carry channels, HD, HSI, etc.  
**Equipment Needed:** At customer option to retain access to channels

**2**

### Comcast's Digital Network Enhancement

Systematic, scheduled migrations of all Expanded /Standard Basic channels from analog delivery to digital delivery

- Free digital upgrade
- Expanded services, free equipment
- DTA deployments begin in advance
- Area by area execution, with extensive LFA, PR, and customer notice & communication

**Who:** All customers except B1 only  
**What:** All expanded basic channels move to digital delivery  
**When:** 2006 – 2010 (avg of 12 month process in any given market)  
**Where:** Market-by-market across Comcast footprint  
**Equipment Needed:** Yes. Comcast to provide STB and 2 DTAs at no additional charge to customer. Analog B2 customers to also receive access to OnDemand, guide, add'l channels, etc.

**3**

### Federal Government's DTV Transition

Only broadcast networks (ABC, NBC, CBS, FOX, PBS, Univision)  
 Now through June 12, 2009  
 Comcast offers economical solutions e.g., free limited basic cable for new cust. who sign up for additional product

**Who:** Over-the-air antenna users; "rabbit ears" or rooftop antenna  
**What:** Federally mandated digital transition for Broadcast TV Stations  
**When:** Now through June 12, 2009  
**Where:** Nationwide  
**Equipment Needed:** Generally no  
**Comcast Role:** Cable is one of three DTV solutions (others include gov't approved converter box, purchase TV with digital tuner)