



July 2008

Media Advisory

Update on Digital Transition Preparedness

As the date for the transition to all digital broadcast approaches Nielsen finds households are somewhat more prepared for the cut off of analog television scheduled for February of 2009.

In January the first comprehensive results of Nielsen's Field staff's review of all metered households showed that 10.5% of national households would have no operable television in the digital world. By July that figure stands at 9.3%.

In July Nielsen found that 20.9% of sample households had at least one set that would not work after the transition date. In January that figure was 23%.

All National TV Households	Completely Unprepared	Some Unprepared
January 2008	10.5%	23.0%
February 2008	10.4	22.6
March 2008	10.3	22.3
April 2008	9.9	21.9
May 2008	9.8	21.7
June 2008	9.6	21.4
July 2008	9.3	20.9

Over the course of the months that Nielsen has been tracking digital preparedness refinements have been made to this report. The result is a slight variation from earlier numbers with increased reliability.

Among the changes implemented:

- January – May were revised to adjust the impact of local markets on the national calculation. June and July were calculated with scaling applied.
- Reclassification of certain Pay TV households with some unready sets.
- Use of an average week of information vs. single day.
- Including all installed sample homes vs. only those providing usable data on a single day.

Anne Elliot – 813.366.3556 or anne.elliott@nielsen.com