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**RESULTS FROM BAY AREA'S FIRST DTV SOFT-SHUTDOWN TEST**

**Test Allowed Television Audience to Test Readiness for February 2009  
Transition to Digital Television**

**Test included nearly all Television Stations from Santa Rosa to Monterey**

**San Francisco, California, October 23, 2008** – To help viewers prepare for the federally mandated shutdown of television analog signals on February 17, 2009, nearly all of the over-the-air, full-power broadcast television stations in the Bay Area recently participated in a soft-shutdown of their analog signal. The test occurred simultaneously across all broadcasters' channels at 6:15 p.m. on Tuesday, October 21, 2008. Television audiences were able to see if their television set(s) are ready for the DTV transition and, if not, what steps still need to be taken. Operators at various call centers were engaged to answer questions viewers had on the evening of the test.

**Summary of San Francisco Soft Analog Shut-off Test:**

- 18 broadcast stations participated.
- According to Nielsen ratings, the 18 stations reached 17% of households in the market (419,000 households).
- 209,000 total households are over-the-air only households in the San Francisco market; approximately 40,000 of those homes were watching at 6:15 p.m.

**Phone Calls received:**

- Total calls: 2532 calls.
- 2-1-1 manned 3 call centers: Hayward, South Bay (San Jose) and San Francisco. Lines were jammed from 6:15 – 6:30 p.m. and call volume was manageable after that.
  - San Francisco had 123 calls. (10% were Spanish speakers.)
  - Hayward had 110 calls. (Included Spanish, Mandarin and Cantonese calls.)
  - South Bay had 36 calls.
- The automated 1-877-388-5353 number took 1800 phone calls. It peaked with 640 phone calls at 6:15 p.m.
  - This phone line was developed by the NBCU Local Media Division under the leadership of Robert Miller, Director of Technical Operations.
- KPIX/KCBW promoted their own consumer hotline as well as the automated line and received 155 phone calls.

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- Other stations, including KGO, received another 50 calls.
- The FCC live phone bank (1-888-Call FCC) reported busy traffic for 30 minutes and then manageable traffic. Agents received 258 calls.
- Comcast also received 659 calls around the time of the test.
- The most commonly asked questions were related to coupon info, technical assistance and signal issues.

Bay Area broadcasters are planning to do three other tests. Those tests will be the first week in December, the second week in January, and the first week in February.