

SHAW IS UPGRADING ITS OVER-THE-AIR TELEVISION TO DIGITAL

Shaw Media has continued upgrading its Global Television over-the-air signal from analog to digital in parts of Canada beginning in October 2012. If you are currently viewing your Global station using a rooftop antenna or rabbit ears, your station may be switching channels and you may require equipment changes to continue to receive a Global signal.

The majority of Canadians will not be affected by the transition. That's because more than 90% of Canadians today receive their television signals through a cable or satellite provider.

Is my local Global over-the-air channel switching to digital?

Global Television plans to convert all of its over-the-air television transmitters from analog to digital.

If you are a cable television or satellite television subscriber – the switch to over-the-air digital does NOT impact you.

This switch to digital over-the-air television provides a much superior picture and improved sound quality to viewers who currently watch Global television using “rabbit ears” or rooftop antennas.

Global Television has 86 television transmitter locations across Canada. As of August 2013, 34 locations have already been converted to digital, and 52 more are planned to be converted by August 2016.

The following 34 Global locations have been converted as of August 31, 2013: Vancouver, Calgary, Edmonton, Lethbridge, Saskatoon, Regina, Winnipeg, Toronto, Ottawa, Paris (Kitchener), Stevenson (Windsor), Midland, Montreal, Sherbrooke, Quebec City, Halifax, Fredericton, Moncton, Saint John, Charlottetown, Kelowna CHBC, Kelowna CHKL, Vernon CHBC, Vernon CHKL, Penticton CHBC, Penticton CHKL, Sarnia, Owen Sound, Peterborough, Timmins, Sudbury, Sault Ste. Marie, North Bay and Red Deer.

The following Global locations are currently scheduled to be converted in October 2013:

	Current Global Analog Channel	New Global Digital Channel	When Current Analog Channel Will Be Turned Off	When New Digital Channel Will Be Available
Prince George CIFG	12	12	October 1, 2013	October 10, 2013

Guide to the Above Chart

- **Current Global Analog Channel** = The Global channel you are currently watching using rabbit ears or a rooftop antenna. This will be permanently turned off on the date noted.
- **New Global Digital Channel** = The new Global channel that will be on air effective the date noted.
- **When Current Analog Channel Will Be Turned Off** = Date the analog channel will be permanently turned off so that the analog equipment can be removed and the digital equipment can be installed.

- **When New Digital Channel Will Be Available**= Date the new HD digital channel will be turned on permanently

Why is this switch to digital happening?

This switch to digital over-the-air television provides a much superior picture and improved sound quality to viewers who watch Global television using “rabbit ears” or rooftop antennas. *If you are a cable television or satellite television subscriber – the switch to over-the-air digital does NOT impact you.*

Who is impacted by this switch?

If you are an “antenna TV” viewer – meaning that you use “rabbit ears” or a rooftop antenna -- AND you currently watch Global Ontario in a location scheduled to be converted to digital, action on your part is required.

Cable and satellite subscribers are not impacted.

Will I need to change or adjust my television set?

Please note that cable and satellite television subscribers are not affected. This change only impacts over-the-air (“antenna”) viewers.

If you are watch TV using “rabbit ears” or a rooftop antenna, you could be impacted in three ways.

1. *Your TV needs to be “HD ready”.* Confirm whether your TV has a digital tuner (which would make it “HD ready”). Many newer TVs already have digital tuners built in. Look for the term "digital tuner," "ATSC tuner" or "integrated tuner" on your television or consult your owner's manual. If your TV does have a digital tuner, follow the steps in your manual to set it so that you receive digital signals.

If your TV does not have a digital tuner, you have the following options:

- Purchase a digital-to-analog converter box and ensure you have a suitable antenna.
 - Purchase a TV with a built-in digital tuner and ensure that you have a suitable antenna.
 - Subscribe to a cable or satellite television provider. Find out more about **Shaw Cable** and **Shaw Direct** services in your area.
2. You will require an appropriate antenna. *Most antenna users already have a combination UHF / VHF antenna which is suitable to receive the new Global Digital channel.* This appropriate antenna will need to be used with an “HD ready” TV. (Please see #1 above.)
 3. You will need to rescan your HD-ready television after the analog channel is discontinued and the new digital channel is available. This will add the new digital channel to your television lineup.