FOX SPORTS DETROIT IN HIGH-DEFINITION (updated March 2009)

FOX Sports Detroit is committed to providing sports fans with the crystal clear picture, eye-popping details and brilliant colors that characterize high-definition television (HDTV). Currently, FOX Sports Detroit delivers more than 220 local HDTV events annually – nearly 75% of its overall pro teams schedule – including 50 Red Wings, 50 Pistons and 120 Tigers games. Additionally, most FSN national telecasts in college football and college basketball are televised in HD.

The most up-to-the-minute FOX Sports Detroit HD offerings may be found by visiting www.foxsports.com/detroit and click on the team schedules under the 'FS Detroit HD' logo.

FOX Sports Detroit HD Availability

In FOX Sports Detroit territory, several video providers and satellite services currently offer event programming in HD. The HD channel listings by cable and satellite provider (as of March, 2009) are listed below.

Allendale Communications – Channel 205
AT&T U-Verse – Channel 1737
Bright House Networks - Channel 232
Broadstripe – Channel 403
Buckeye - Channel 643
Coldwater – Channel 309
Comcast - Channel 201
Charter - Channel 791
D&P Cable – Channel 737
TVC – Channel 348
WOW! - Channel 220

DIRECTV

- Channel 663
    - Customers require: a) Receiver: H20, H21, HR20, or HR21; b) Dish: Ka-Ku (5-LNB); c) B-Band converter module (a small, rectangular device that connects to the Satellite In port at the back of the receiver).
    - Refer customers to www.directv.com/hdcheck to verify they have the proper equipment.
    - New Customer Offer includes a $100 mail-in rebate.

Dish Network

- Channel 430

More…

"My video provider is not currently carrying FOX Sports Detroit in high-def". What gives?"

- Bandwidth availability can be limited in smaller markets or on some systems; therefore delivery of HDTV channels may be limited.

"Why aren't all Red Wings, Pistons and Tigers telecasts available in HD?"

- FSN nationally already offers more events in HD than any other network – including ESPN. Regionally on FOX Sports Detroit, nearly 75% of all Tigers, Red Wings and Pistons telecasts combined are produced in HD.

- Capacity challenges limit the number of HD telecasts.
    - There is limited bandwidth capacity of receiving and sending HD signals at FSN's master control facility in Houston.
    - FSN has to manage its HD capacity for 16 owned & operated networks across the country, which limits our capability.
    - Good news: We're upgrading our master control facility, which will greatly increase our HD capacity in subsequent seasons.
    - Our HD schedule is expected to increase again in future years with the ultimate goal of producing all games in HD.

- Distributor challenges
    - Roll out of digital boxes varies dramatically market-by-market.
    - More HD games will likely be offered in markets where digital penetration is greater and where the operator is more aggressively marketing digital services.

More…

The Basics of HDTV
High-definition television (HDTV) is a television broadcasting system that allows for a very high resolution. HDTV signals are sent in the same 16:9 aspect ratio that is used in cinema to achieve greater scope. By comparison, most televisions are built in a 4:3 aspect ratio and standard-definition television (SDTV) has half the lineal resolution of HDTV.

HDTV comes in two different formats, **720p** and **1080i**. All HD receivers can process both formats and convert them to the one that is most appropriate for the corresponding television display. The **720p** format uses progressive scanning, a method in while a whole picture is painted at the same time. Progressive scanning features crystal clear images and looks similar to a computer screen. The **1080i** format uses dense interlace scanning. In interlace scanning, the lines of a frame are displayed in two passes over the frame.

HDTV and Analog
Analog pictures are interlaced, but the interlacing is not as dense as it is in an HD signal. Ever other line of the picture, essentially, is left blank to reduce the bandwidth required to send the picture. The result is a flickering picture on some televisions. The HDTV signal can handle more resolution and avoids the clarity issues that come with interlacing.

The Benefits of HDTV
HDTV provides crystal clear, noise-free pictures and CD-quality sound. The digital signal delivers more realistic colors, because bandwidth is greater; and, a more detailed picture, because gaps between scanning lines are smaller. Increased detail and clarity leads to a better viewing experience, particularly when watching programming on larger screens. HDTV allows for full surround sound capabilities, since Dolby Digital 5.1 sound is broadcast along with standard HDTV video signals (SDTV signals tend to carry basic stereo audio).

HDTV in Everyday Homes
In order to experience HDTV, a consumer must acquire three components: an HDTV source (i.e. a local, cable, or satellite HDTV station), a way to receive the signal (i.e. an antenna, cable or satellite service) and an HDTV set.

Two types of HDTV-capable television sets are available: **integrated HDTV** sets and **HDTV-ready sets**. An **integrated HDTV** comes with a digital tuner, or ATSC tuner, which allows viewers to attach an antenna to the set and watch any local programs that are available in high definition. An **HDTV-ready set**, or an HDTV monitor, does not have an HDTV tuner. It usually comes with an NTSC (National Television Standards Committee) tuner which enables viewers to watch analog TV until they can financially commit to HDTV capabilities. The picture quality is still better on these sets than on regular television sets.

HDTV has not yet replaced standard television delivery. The television industry is currently in a transition period during which HDTV and NTSC signals coexist. Contrary to popular belief, there is no date by when all broadcasters must deliver in HD. The mandate applies to delivering a digital signal: while HD has to be digital, digital doesn't have to be HD.

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