



Saying Goodbye to the Antenna

With television broadcasts switching from analog to digital in June 2009, many consumers who currently get their TV programming over-the-air may be considering a switch to pay TV. If you're getting pay TV service for the first time, you probably have a lot of questions. And even if you subscribe to a pay TV service today, you may want to use the transition as an opportunity to evaluate your options.

Here are some of the most common questions consumers have when weighing potential TV service providers, and how AT&T Advanced TV can make sure you're prepared for June 2009.

PAY TV VS. OVER-THE-AIR

Is switching to a pay TV service right for me?

AT&T Advanced TV delivers 100 percent digital TV service, which means our customers are fully prepared for the digital TV transition. AT&T U-verseSM TV service offers all of the advantages of digital TV service, including up to 360 TV channels, an easy-to-use program guide, HD-capable equipment, and one DVR in most programming packages.

If I switch to pay TV, will I have to buy a new TV set?

AT&T Advanced TV delivers 100 percent digital TV service and works with any TV set.

What extra features am I getting that I didn't have with analog?

U-verse TV uses a different technology than other providers, called Internet Protocol (or IP) TV, which helps us deliver advanced capabilities that you don't always get from other providers. Some of these options are: the ability to set your DVR from any location and record four programs at one time; built-in picture-in-picture; AT&T Online Photos from Flickr, which lets you view your favorite photos on the TV screen; AT&T U-bar, which brings customizable weather, stock, sports and traffic information to the U-verse TV screen, and more.

CONTENT

What channels will I gain?

U-verse TV offers up to 360 TV channels, including leading sports channels and premium movie channels. You can choose from a variety of programming packages, including a family-friendly programming package, U-family. If you're interested in HD, U-verse TV offers 100 or more HD channels in every U-verse TV market, which is more HD than the local cable providers in the areas we serve.

I have children, and I'm worried about the content on cable channels. What can I do to control the content in my pay TV subscription?

AT&T U-verse TV offers U-family, a family-friendly package with up to 70 of the top family-oriented channels. U-verse TV also includes extensive and easy-to-use parental controls to block live or Video On Demand programming by channel or by rating.



PRICING AND CONTRACTS

How much “bang” do I get for my buck?

U-verse TV packages start as low as \$49, and you can choose from multiple programming packages with popular channels. Unlike some cable providers, all U-verse TV packages and pricing include HD-capable equipment, and the majority U-verse TV packages include an HD DVR.

What’s the installation cost?

Your AT&T U-verse order includes professional installation. AT&T provides two-hour appointment windows, compared to the industry average of four hours, and all U-verse installations are done by professional AT&T technicians. AT&T technicians also give a tutorial on your services once the installation is complete.

How long am I stuck with this provider if I don’t like their service?

With AT&T U-verse, you are not locked into any term commitments and can enjoy a 30-day money-back guarantee.

What will my bill be long-term after introductory pricing expires?

Advertised AT&T U-verse prices are valid every month of the year, providing maximum value and everyday low pricing. You can expect to pay between \$49 to \$109 a month, depending on your selected TV programming package.

BUNDLING

Can I consolidate services with one provider? What do I get if I bundle services?

Unlike AT&T, many cable providers do not offer wireless service to their customers. AT&T U-verse brings together your TV, broadband, home phone (where available) and AT&T wireless service all on one bill. With the help of IP technology, AT&T U-verse integrates these services together to give you more convenience and control.

EQUIPMENT

What do I have to pay to connect all my TVs?

All AT&T U-verse TV packages include one HD-capable receiver, and most packages include an HD-capable DVR receiver. Additional receivers may be added for \$7 each per month.

Am I getting the latest equipment that will eliminate upgrade hassles in the future?

With U-verse TV, all equipment (receivers and DVRs) is HD-capable. Every package includes one receiver, and most packages include a DVR receiver. AT&T is also the first video provider to participate in the new ENERGY STAR program, which means our receivers meet the new energy-efficiency criteria. IP set-top boxes also offer increased energy efficiency compared with other digital set-top boxes today.

CUSTOMER SERVICE

What kind of technical support is available if I have questions?

AT&T offers 24/7 customer support at 1-800-ATT-2020 and online. You can find FAQs, troubleshooting tools and help videos online. U-verse TV also has Help Channel 411 and Help On Demand videos to learn more about virtually any topic at your convenience, from how to program your DVR to using your remote control.