

Digital Conversion Initiative – FAQs

What is the Digital Conversion Initiative?

- Time Warner Cable is migrating its current system to be entirely digital. If a customer has a cable line that runs directly from the wall into their TV set (or VCR or DVD player, etc.) they may lose picture on certain channels later this year, and Time Warner Cable wants to make sure this doesn't happen. If you have a set-top box connected to your TV, you don't need to take any action for that TV.

Why is this happening now?

- The Digital Conversion Initiative allows Time Warner Cable to begin delivering more and enhanced products and services that will connect and entertain its customers for many years to come. As the proportion of HD TV sets increases year after year, and as cable networks produce more HD programming, Time Warner Cable is working hard to make this programming available to its HD customers in innovative ways, including the TWCable TV™ for iPad® app (just as one example). They are also working to deliver faster Internet speeds, enhanced Home Phone services and other exciting services.

Which customers will be affected?

- It will only affect subscribers in the greater Augusta cable system. This includes customers in 105 communities, including Augusta/Waterville/Fairfield, Lewiston/Norway, Oxford, Rockland, Camden and North Anson.
- In this area, any customer who subscribes to a cable tier/package and plugs their cable line directly into the back of their TV will be affected. If you have any TVs in your home that connect directly to the wall, you will need to take action and install a set-top box or a Digital Adapter on those TVs. TVs already connected to a Time Warner Cable set-top box or with a CableCARD™ will not be impacted by this change, and you don't need to do a thing.

When will this happen?

- Time Warner Cable will make this seamless transition in several phases. Currently, Time Warner Cable is launching a marketing and customer outreach campaign to migrate the majority of customers in the pilot market. The final phase will begin in late October, when we begin transitioning channels to exclusively digital format.

What if I don't do anything?

- Any TV connected directly to Time Warner Cable service without a set-top box will eventually lose picture on certain channels it currently receives. If your television has a Digital QAM tuner, you will still be able to receive the Basic channel lineup without a Digital Adapter or set-top box.

How can I get a digital adapter?

- Customers can order an Easy-Install Kit by calling **1-855-GO-DIGITAL** or by visiting www.timewarnercable.com/GoDigital. Customers may also order and pick up Digital Adapters (or Digital Set-Top Boxes) at one of Time Warner Cable's offices in Augusta, Lewiston, Portland, Rockland, Rumford, Windham and Winslow.

What is the difference between a Digital set-top box and a Digital Adapter?

- A Digital set-top box (sometimes known as a digital converter box or digital receiver) processes digital-quality signals and offers access to On Demand programming, our Interactive Program Guide and nearly 50 commercial-free music channels. An Adapter simply provides digital-quality signals.

What channels will be transitioned to an exclusively digital format?

- Channels within the Broadcast Service Tier (BST) Basic and Cable Programming Service Tier (CPST) will be transitioned to an exclusively digital format. These tiers are also known as Basic, Expanded Basic and Standard tiers. All other programming is already provided exclusively in digital format.

Is there an immediate benefit for customers?

- Yes. Basic and Classic/Standard customers will receive more than a dozen additional channels once they connect their Digital Adapter.