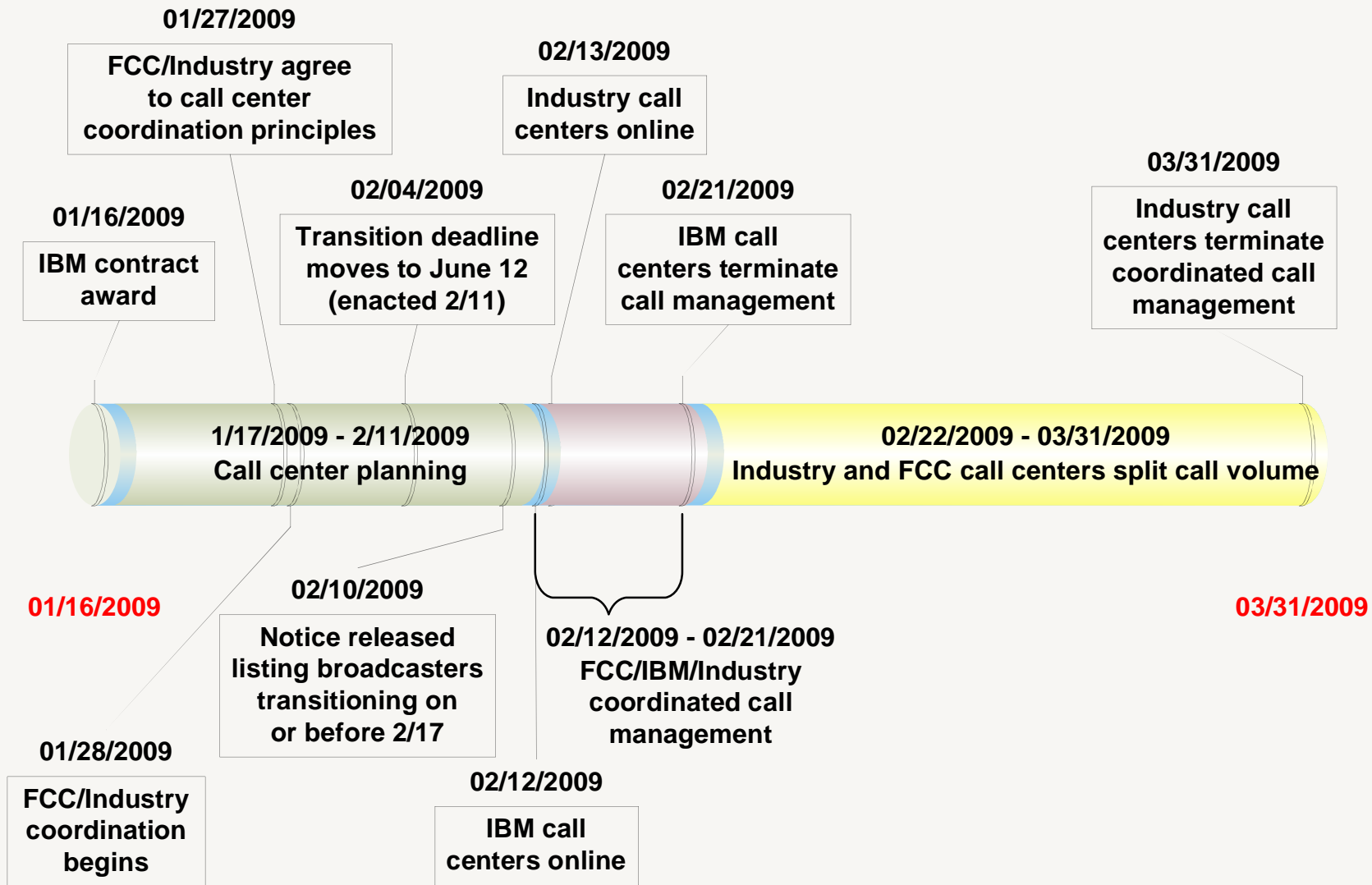




Andrew C. Martin, CIO

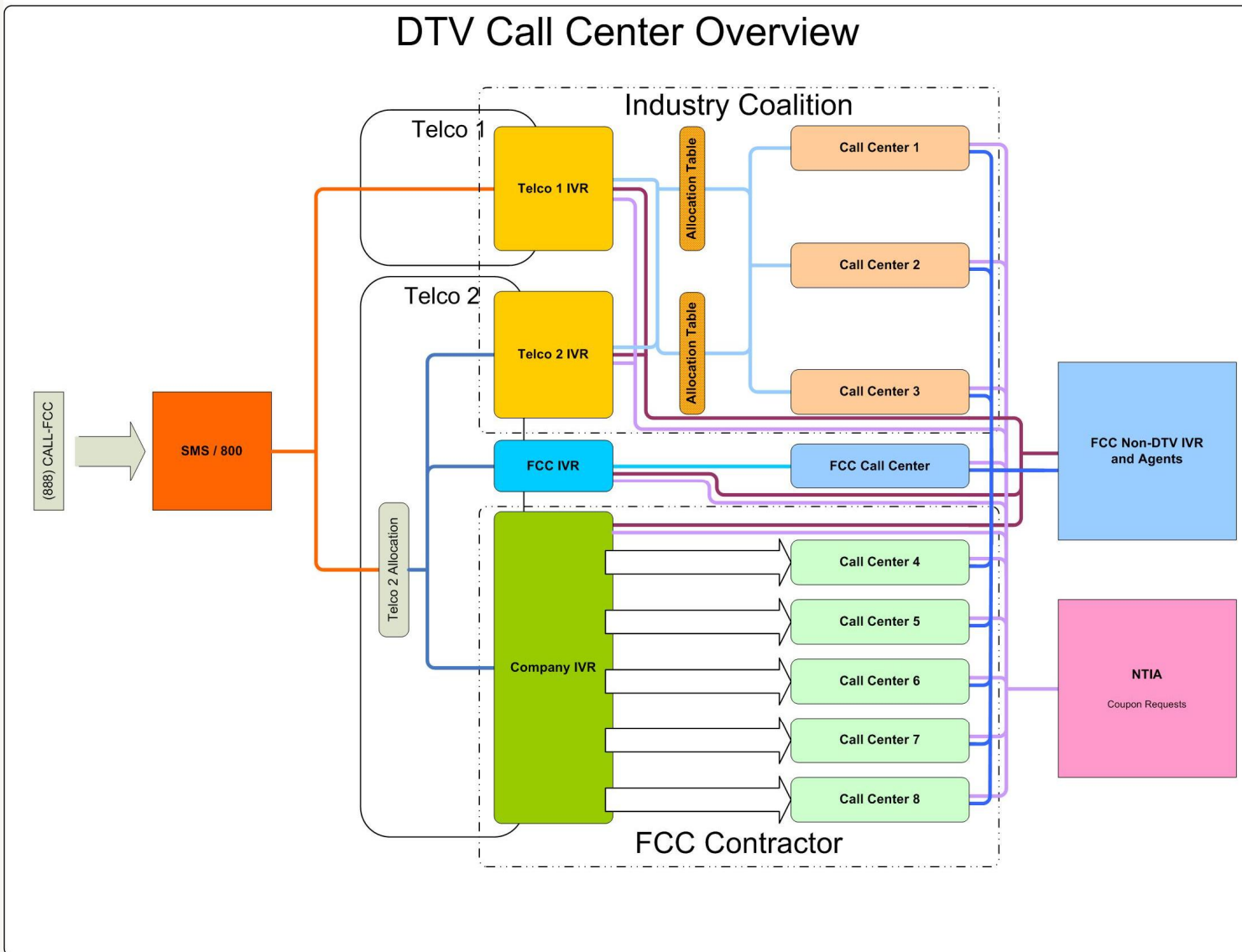
En Banc Presentation

March 5, 2009



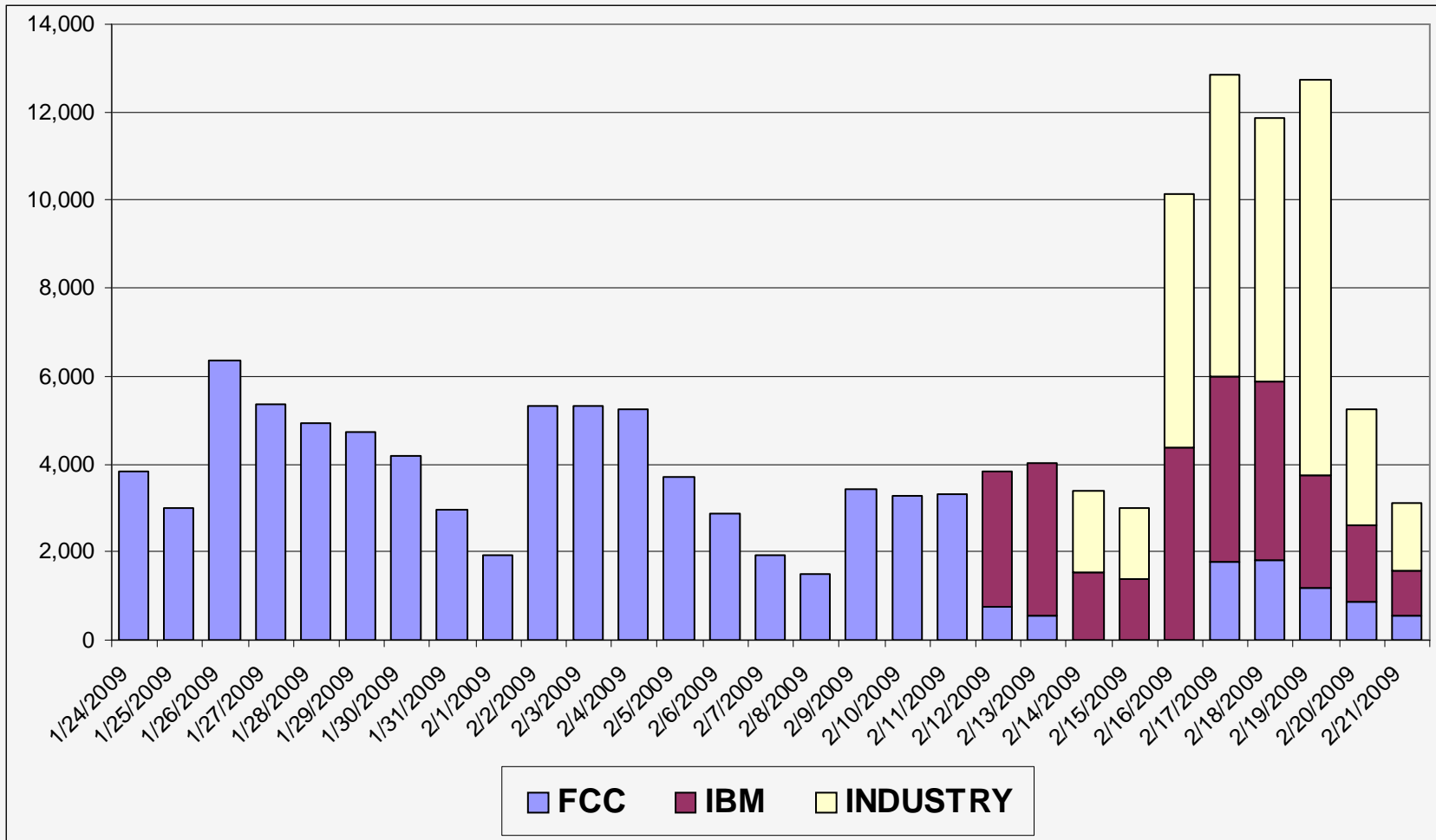
Timeline

DTV Call Center Overview



Pre-February 12

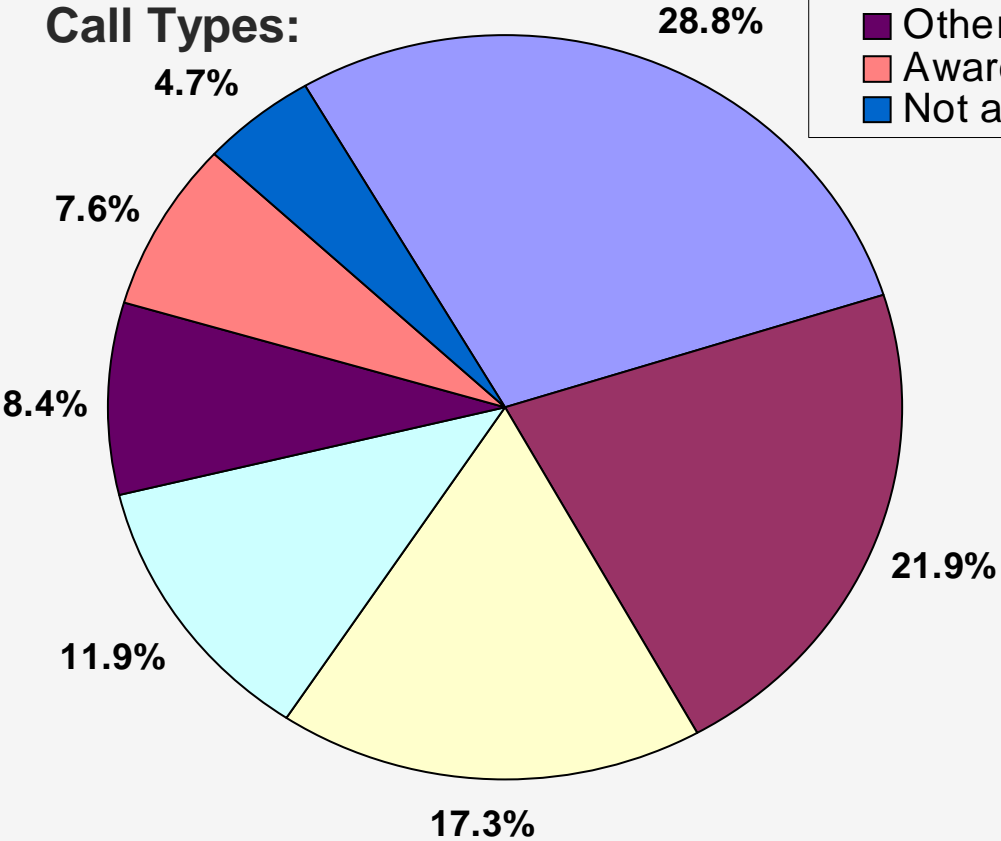
Live Agent Call Volumes:



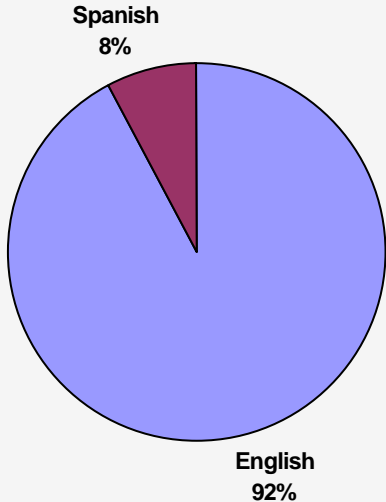
February 12 – February 21

- Problems with the converter box program
- Reception and technical problems
- Initial difficulty with their converter boxes
- Not receiving area broadcast signals
- Other Problems
- Aware but did not act
- Not aware of the transition

Call Types:



Language:



February 12 – February 21

- **Prior to the Transition Delay**
 - Projected nationwide call volume (2/12 - 2/21): 2.7 million
 - Assumptions:
 - Based on Wilmington, NC and Hawaii data
 - Based on full market transition
- **Transition Delayed**
 - 417 broadcasters decide to transition on 2/17
 - 15% of households 'significantly' impacted
 - 11 full market transitions
 - Projected call volume: 625,000 (between 2/12 - 2/21)
 - Actual call volume: 152,500 (between 2/12 - 2/21)
 - DTV Hotline – not including calls to local broadcasters
- **Remaining Transitions - Analyze**
 - Are OTA households a good barometer of call volume?
 - What is the distribution of future transitions?
 - How does the data on the 11 additional DMAs that completely transitioned to digital inform forecasting?

February 22 – March 31: Forecasting

- **Infrastructure/Telecommunications** - A single telecommunications platform serving as the gateway for calls.
- **Agent Experience** - Clearly defining agent roles - i.e. should they be high-level, or more service desk focused.
- **Reporting** - A single set of data with associated information flow.

Lessons Learned