

NET to Begin Terrestrial Distribution February 1, 2012

NET will move from satellite to terrestrial distribution of its signal beginning February 1st. Terrestrial means that NET will utilize fiber lines and also microwave to distribute the network's television signals to its nine transmitters and 15 translators. From there, Nebraska's cable companies and the public will receive all three NET television channels (NET1HD, NET2 and NET3) over-the-air via antennas.

Previously, NET would uplink its content to a satellite, and then back down to its transmitters.

Time Warner Cable of Lincoln and Cox Cable of Omaha receive direct feeds from NET and will be unaffected. Viewers with these cable services will have 24-hour access. The over-the-air broadcast day will continue to be 18 hours from 6 a.m. – midnight.

However, DISH subscribers in Scotts Bluff County in Nebraska and Goshen and Laramie counties in Wyoming may lose NET reception altogether due to those counties falling within the Cheyenne-Scottsbluff designated market area (DMA). The NET signal will still be available, but residents will need to rely on an antenna, rabbit ears, or cable service.

Although satellite companies have the option of carrying local channels, they are not required to carry programming outside their "DMA." In other words, the Wyoming satellite provider is not required to carry NET. Nielsen Media Research establishes the designated market areas and NET has no authority to move Scotts Bluff County or other county to a Nebraska DMA, unfortunately.

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Contact: NET Help Desk, 800.698.3426 or Communications Manager Mary Jane Winquest 402.470.6247.

[For more information, visit NET's website, netNebraska.org.](http://netNebraska.org)

What is the Satellite Home Viewer Improvement Act of 1999?

"SHVIA" is designed to promote competition among multi-channel video programming distributors, such as satellite and cable companies, while increasing the programming choices available to consumers.

How does SHVIA affect programming to those who subscribe to satellite TV?

SHVIA permits satellite companies to provide local broadcast TV signals to all subscribers who reside in the local TV stations' market (also referred to as Designated Market Area or "DMA"). In addition to this local-into-local service, satellite companies may also provide "distant" service from broadcast stations outside their "DMA."

Must a satellite company provide local channels to any subscriber who wants them?

No. The satellite company has the option of providing local-into-local service, but is not required to do so. Some satellite companies are already providing this service in selected markets. Subscribers may contact their satellite company to determine if additional channels will be available in their specific "DMA."