



UNITED STATES DEPARTMENT OF
COMMERCE
NEWS
WASHINGTON, DC 20230

National
Telecommunications &
Information
Administration

MEDIA ADVISORY

Commerce Department To Announce Final Rule for Digital-To-Analog Converter Box Coupon Program

Program to Aid Americans in the Transition to Digital Television Broadcasting

WASHINGTON, D.C. – The Department of Commerce’s National Telecommunications and Information Administration (NTIA) will announce the final rule for the Digital-to-Analog Converter Box Coupon Program, designed to help American consumers receive free over-the-air television when full-power television stations cease analog broadcasting after February 17, 2009.

Digital television will provide consumers with a clearer picture, more programming, and open up much needed spectrum for advanced wireless services and interoperable communications among emergency first responders. The converter box coupon program will assist Americans in receiving over-the-air broadcast television programming throughout the transition from analog to digital.

WHAT: Announcement of Digital-to-Analog Converter Box Coupon Program Final Rule

WHO: John Kneuer, Assistant Secretary for Communication and Information

WHEN: March 12, 2007, at 11 a.m.

WHERE: U.S. Department of Commerce
Room 4830
14th and Constitution Avenue, N.W.
Washington, D.C.

Call-in number for media unable to attend the event: 1-800-619-2655 and password is DTV.

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