



NATIONAL TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION



MEDIA ADVISORY

Commerce's NTIA to Join Broadcast Industry Leaders in Providing Update on Digital Television Transition and the TV Converter Box Coupon Program

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WHO: Meredith Baker, Acting Assistant Secretary and Acting NTIA Administrator

WHAT: The U.S. Department of Commerce's National Telecommunications and Information Administration (NTIA) will provide an update on the TV Converter Box Coupon Program and highlight collaboration with the broadcast community, including:

- Role of TV Converter Box Coupon Program in providing all Americans an affordable consumer choice;
- Coupon Program request data and retailer participation;
- Update of NTIA consumers education plan and partnerships with TV Broadcasters;
- Best Practices in communicating the digital TV transition message featuring selected TV Broadcasters in large and small, rural and urban markets.
- Question & Answer with media to follow briefing

WHEN: Monday, April 14 at 2 p.m. (PDT)

WHERE: Las Vegas Convention Center; NAB Press Conference Room N262

The Digital Television Transition and Public Safety Act of 2005 (the Act) requires full-power television stations to cease analog broadcasts and switch to digital after February 17, 2009. The act also authorizes NTIA to create the Digital-To-Analog Converter Box Coupon Program. Digital television provides consumers with a clearer picture, more programming and frees up much needed spectrum for advanced wireless broadband services and for emergency first responders.

By February 17, 2009, consumers receiving their programming "over the air" with an analog television will need to make one of three choices about how to watch TV after that date: 1.) Buy a converter box that will plug into the analog TV. 2.) Buy a TV with a digital tuner. 3.) Connect the analog TV to cable, satellite or other pay service.

Between now and March 31, 2009, U.S. households can apply for two, \$40 coupons to be used toward the purchase of eligible TV converter boxes at www.DTV2009.gov; by phone at 1-888-DTV-2009 (1-888-388-2009); by mail to PO Box 2000, Portland, OR 97208; or by fax at 1-877-DTV-4ME2 (1-877-388-4632). Deaf or hard of hearing callers may dial 1-877-530-2634 (TTY). Coupons will be mailed and are valid for 90 days after issuance to use towards the purchase of an eligible converter box. For more information about the Coupon Program, go to www.DTV2009.gov.

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