



CERC Fact Sheet FCC “Analog-Only Product” Labeling Mandate

1. WHAT PRODUCTS ARE COVERED BY THE FCC ORDER?

The order covers **ANY** product – TV, VCR, DVR, PVR, DVD-VCR, or other combo, etc. – that contains an analog TV tuner but does not contain and is not sold with a digital TV tuner. It does **NOT** cover “monitors” that are sold with **NO TUNER AT ALL**.

2. WHAT IS THE EFFECTIVE DATE OF THE FCC ORDER?

The Order is effective **May 25, 2007**, unless OMB approval has not yet been published by that date. (But one must assume it will have been.)

3. DOES IT INCLUDE CIRCULARS, NEWSPAPERS ADS, ETC. BY WHICH A SALE CANNOT BE COMPLETED?

No, but it includes internet offerings and catalogs and direct mail pieces by which a consumer can effect a sale.

4. WHAT IS THE REQUIREMENT, EXACTLY?

“... anyone that sells or offers for sale or rent television receiving equipment that does not contain a DTV tuner after March 1, 2007 must display the following consumer alert, in a size of type large enough to be clear, conspicuous and readily legible, consistent with the dimensions of the equipment and the label, at the point of sale. This consumer alert either must be printed on a transparent material and affixed to the screen, in a manner that is removable by the consumer and does not obscure the picture when displayed for sale, or displayed separately immediately adjacent to each television offered for sale and clearly associated with the analog-only television model to which it pertains. In the case of other analog-only video devices that do not include a display (e.g., a VCR), the consumer alert must be in a prominent location on the device, such as on the top or front, or displayed separately immediately adjacent to and clearly associated with the analog-only model to which it pertains. In addition, to the extent that any persons display or offer for sale or rent via direct mail, catalog, or electronic means (e.g., the Internet) analog-only television receiving equipment after March 1, 2007, they must prominently display as part of all advertisements or descriptions of such television receiving equipment, in clear and conspicuous print, and in close proximity to any images or descriptions of such equipment, the following text.”

CONSUMER ALERT

This television receiver has only an analog broadcast tuner and will require a converter box after February 17, 2009, to receive over-the-air broadcasts with an antenna because of the Nation’s transition to digital broadcasting. Analog-only TVs should continue to work as before with cable and satellite TV services, gaming consoles, VCRs, DVD players, and similar products. For more information, call the Federal Communications Commission at 1-888-225-5322 (TTY: 1-888-835-5322) or visit the Commission’s digital television website at: www.dtv.gov.