



**RETAILER ADVISORY ON MANDATORY LABELING OF
CONSUMER ELECTRONICS PRODUCTS WITH ONLY
ANALOG BROADCAST TV TUNERS
(REGULATION EFFECTIVE MAY 25, 2007)**

This is an educational and training advisory directed to the national retail community from the Federal Communications Commission (FCC) and the Consumer Electronics Retailers Coalition (CERC).

As of May 25, 2007, all retailers must clearly label any broadcast television equipment they are selling that has only an analog tuner. FCC rules require that labels or signage clearly indicate if any “television receiver” (including any product with an analog but not a digital broadcast tuner) is “analog-only.” Such products will not be able to receive over-the-air television signals after February 17, 2009, the date for this country’s transition to digital television (DTV). This regulation reflects the FCC’s commitment to minimize the burden on consumers and maximize the opportunities offered to them by the digital transition.

The DTV transition refers to the switch from analog to digital television broadcasts. Digital technology offers better TV reception and a wider array of services. Congress set the deadline of February 17, 2009 for the DTV transition. This means that after that date all major U.S. television stations will stop broadcasting in the familiar analog format and will continue their transmissions only in digital.

Because digital tuners will be necessary to receive over-the-air digital television signals after February 17, 2009, consumers should be able to ascertain whether a TV or other television equipment that will be used to tune broadcast TV includes a digital tuner. They should be aware that “over-the-air signals” are those that are received via rabbit ears or rooftop antennas – not through a cable or satellite provider. Consumers who want to continue to receive such signals from their local broadcast television stations after February 17, 2009 can either purchase a TV set equipped with a digital tuner or (for existing analog-only TVs) can purchase a digital-to-analog converter box that will convert those over-the-air digital signals into analog so that they can be displayed on a device with only an analog tuner. Starting in 2008, a government program will make available \$40 subsidy coupons, two per household, to help defray the cost of converter boxes to consumers – see <http://www.ntia.doc.gov/dtvcoupon/index.html>. Analog-only TVs should continue to work as before with cable and satellite TV services.

As of March 1, 2007, FCC rules prohibit manufacturers and other responsible parties (as defined in the FCC rules) from manufacturing, importing or distributing devices with broadcast television equipment that have only an analog tuner and do not have a digital tuner. However, retailers may continue to sell analog-only television equipment from existing inventory. Potential purchasers may not be aware that television equipment with only an analog tuner will not be able to receive over-the-air-television signals after February 17, 2009. Accordingly, FCC rules require sellers to display the following text if they are selling television equipment with only an analog broadcast tuner:



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.

While analog-only receivers may serve the needs of customers who subscribe to a wired or satellite service or who play games or view DVD or VCR content, some customers may be unaware that purchasing a device with an analog-only television receiver may require additional attention in the future. Public education about the DTV transition will be a major and beneficial national undertaking, and a challenge for government and industry. The FCC and CERC want to be sure that the retail community has the information necessary to enable their customers to make fully-informed purchasing decisions.

For more information about the DTV transition, the phase-out of analog-only products, and the future availability of digital-to-analog converter boxes, please visit www.dtv.gov or www.ceretailers.org or call CERC at 202-263-2585. You can also contact the FCC's Consumer Center by e-mailing dtvinfo@fcc.gov; calling 1-888-CALL-FCC (1-888-225-5322) voice or 1-888-TELL-FCC (1-888-835-5322) TTY; faxing 1-866-418-0232; or writing to:

Federal Communications Commission
Consumer & Governmental Affairs Bureau
Consumer Inquiries and Complaints Division
445 12th Street, SW
Washington, DC 20554

This document provides general information and does not constitute legal advice. Retailers with questions concerning compliance with FCC rules should consult their counsel.