



TV CONVERTER COUPON PROGRAM

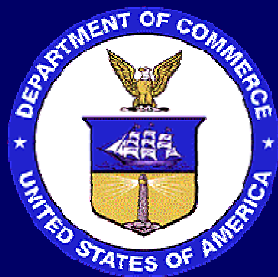
Overview for Retailers

NARDA/CERC Briefing

April 4, 2007

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Converter Specifications



The Digital Transition Is Underway ...

Over-the-air consumers have many choices:

- Subscribe to cable, satellite, or other pay TV service
- Buy new digital television
- Purchase a converter
 - What is the converter coupon program?



PART 1

COUPON PROGRAM BASICS



Coupon Program Basics

Eligibility

- All households may receive coupons while the initial funding of \$990M is available
- If contingent funds (\$510M) are necessary, those funds will go only to over-the-air households



Coupon Program Basics *(con't)*

Coupon Value and Use Restrictions

- Worth \$40
- Up to 2 may be requested per household
- Cannot be combined toward purchase of single converter
- Cannot be used for products other than eligible converters
- Electronically trackable
- Expire after 90 days

Coupon Program Basics *(con't)*

Application Process

- Law requires consumers to request
- Starting January 1, 2008
- Asking for info necessary to complete request
 - Name
 - Address
 - Number



Coupon Program Basics *(con't)*

Application Process

- Applications will be widely available
- Can request online, over the phone, via fax or through the mail
- Law requires coupons be sent to households via U.S. Postal Service
- Toll-free contact center and website



PART 2

CONSUMER EDUCATION & PUBLIC OUTREACH



Consumer Education Strategy

- Focus on households most likely to lose TV service:
 - Rural households
 - Minority residents
 - Seniors
 - Economically disadvantaged
- Focus on the converter and the Coupon Program



Consumer Education Strategy *(con't)*

- Develop clear message and use consistently in the media
- Develop partnerships with groups who can reach target populations



PART 3

RETAILER CERTIFICATION



Retail Stores

- Retailers are crucial to program success
- Store front and online CE retailers
- Certification will expedite coupon redemption and minimize waste, fraud and abuse

Retail Stores *(con't)*

- Stores will stock converters as they see fit
- Database will
 - Authenticate coupon
 - Match against certified converter
 - Initiate payment to retail store
 - Track coupon inventory
- Retailers will train employees
- Contact NTIA between June 1, 2007 and March 31, 2008

Retail Stores *(con't)*

- To participate:
 - In CE retail business for at least one year
 - Central Contract Registration www.ccr.gov
 - Redeem electronically trackable coupons and provide data required by NTIA
 - Cooperate with audits



PART 4

CONVERTER SPECIFICATIONS



Converters

- NTIA's specifications apply to coupon program only
 - Manufacturer may design and build products not for use with coupon that include D-A conversion
 - Today's state of the art technology should ensure good performance at low cost

Converters *(con't)*

- Minimum Requirements
 - Technical Appendix 1
 - Based on joint recommendation of consumer electronics industry and broadcasters
- Permitted features – in Technical Appendix 2
- Disqualifying features - in Technical Appendix 2



Converters *(con't)*

- NTIA will approve each make and model to be offered for purchase with coupon
 - Manufacturers will self-test to ensure compliance with requirements
 - Submit test results and 2 converters to NTIA for review
 - FCC may test if requested by NTIA
 - NTIA will notify manufacturers and input product info to database for retail stores



Conclusion

To learn more about the digital television transition, visit:

www.dtv.gov

www.dtvtransition.org

www.myceknowhow.com

www.ntia.doc.gov



Conclusion

Thank You

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Thank you for your interest in helping raise consumer awareness about the DTV Converter Program