

## Consumer Electronics Retailers Coalition



[www.ceretailers.org](http://www.ceretailers.org)

### **CERC UPDATES CONSUMER GUIDE AS HOUSE OF REPRESENTATIVES VOTES TO DELAY DTV TRANSITION DATE**

FOR IMMEDIATE RELEASE: February 4, 2008

WASHINGTON—Today the Consumer Electronics Retailers Coalition released an update to its Consumers' Guide to the DTV Transition, in light of final Congressional action on the DTV Delay Bill.

The Consumer Electronics Retailers Coalition (CERC) is a public policy organization consisting of the major retailers of consumer electronics products including Amazon.com, Best Buy, Circuit City, K-Mart, RadioShack, Sears, Target, Wal-Mart, and the leading industry trade associations – National Retail Federation (NRF) and Retail Industry Leaders Association (RILA).

The revised Guide is available at [www.ceretailers.org](http://www.ceretailers.org). The Guide emphasizes:

- Although the *final* shutoff date for full-power analog broadcasts has been moved to June 12, hundreds of broadcasters nationally appear likely to turn off analog stations on February 17, or at some time before June 12. Therefore, consumers are advised to prepare for the analog shutoff as expeditiously as they can, and still by February 17 if possible.
- There are several means of preparing for the analog shutoff, including buying a new television or subscribing to a cable or satellite service. *All* CERC members remain core participants in the NTIA Coupon-Eligible Converter program.
- Whenever a local station converts to digital-only broadcasting, consumers will need to do a channel “re-scan” for *any* device hooked to a TV antenna – whether it is an existing TV with a DTV tuner, or a Converter.
- While consumers should start by assuming that their existing antenna will suit their needs, they may find that newer antenna designs may work more effectively or reliably.

Today, CERC Executive Director Chris McLean described the environment for training retail associates and educating consumers as “challenging in light of the uncertainty about when particular local broadcasters will actually be able to cease analog broadcasting.”

He pledged that CERC members will attempt to provide their customers with correct information. In this respect, he said, the most conservative approach, which is least likely to mislead consumers, is to continue to emphasize the February 17 date, and the need for consumers to Take Action Now.

###

**For more information contact:**

**Robert Schwartz** – CERC Legal Counsel: [rschwartz@constantinecannon.com](mailto:rschwartz@constantinecannon.com)

**Chris McLean** – CERC Executive Director: [chris@cercteam.com](mailto:chris@cercteam.com)

317 Massachusetts Avenue, NE, Suite 200, Washington, DC 20002