



Consumer Electronics Association
2500 Wilson Blvd.
Arlington, VA
22201-3834 USA
(866) 858-1555 toll free
(703) 907-7600 main
(703) 907-7601 fax
www.CE.org

October 31, 2006

Ms. Donna Gregg, Chief
Media Bureau
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Re: Update on CEA's HDTV Promotion and Education Leadership
MB Docket 03-15

Dear Ms. Gregg:

The Consumer Electronics Association (CEA) is pleased to provide a report to the Federal Communications Commission on our HDTV consumer awareness and industry education initiatives for 2006. These activities demonstrate a continuing commitment to sharing the facts and benefits of HDTV with consumers through industry and the media.

HDTV Messages – CEA has worked with the CEA Video Division Board, that board's HDTV Promotion Committee and the CEA Communications Committee to develop consumer messages for the DTV transition. While the messaging will continue to evolve as the final steps in the transition draw closer, CEA's current topline messages include:

- February 18, 2009 is the launch of a new era in television
- The transition from analog to digital television (DTV) is transforming the TV entertainment and information experience.
- Consumer's existing sets will function before and after (with converter box for free OTA TV) February 18, 2009
- The returned analog spectrum has tremendous value to first responders and enormous potential for new technologies

CEA and on the Web – CEA operates five websites that promote the DTV transition through consumer and dealer education:

- *myCEknowhow*: www.myCEknowhow.com. To help consumers navigate the new features and options made available by digital television, the CEA and CNET have joined forces to produce interactive CEknowhow Buying Guides. The Guides, which can be found on CNET.com and the CEA's consumer information site, www.MyCEknowhow.com, are designed to introduce consumers to digital television and to ease confusion about the technology before shoppers even enter the store.

- *Antenna Web*: www.antennaweb.org. This website specifically permits consumers and salespeople to determine the free, over-the-air DTV signals that can be received at their location and what type of antenna is needed to do so. The site receives approximately 100,000 hits per month.
- *CE Know How*: www.ceknowhow.com. This is an online retailer education program that is designed to equip retailers with up-to-date product category training for sales associates. CEknowhow.com is customizable, allowing retailers to license and tailor the program to suit their particular needs. In 2004, more than 24,000 sales persons completed training via CEknowhow.com.
- *The Connections Guide* website is an interactive resource designed to help consumers better understand how to connect their audio and video (including DTV) products. This site is located at: www.ce.org/connections_application/.
- In addition to these web sites, CEA includes a wealth of information about HDTV on its own web site: www.ce.org/hdtv.

Voluntary Labeling Program – In March of 2006 CEA announced a broad-based, member-driven voluntary labeling program for TVs that have only analog TV tuners. The language agreed upon is as follows:

Notice: This TV has only an 'analog' broadcast tuner so 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 on that date, as required by Federal law. (It should continue to work as before with cable and satellite TV systems, gaming consoles, VCRs, DVD players and similar products.)

The voluntary labeling program began on July 1, 2006. Some manufacturers also are applying Spanish-language labels to analog-only sets and their cartons.

Syndicated Articles – In the fourth quarter, CEA developed a syndicated newspaper article titled, "Digital Television: You got questions?" The article was nationally distributed in both English and Spanish. CEA is currently compiling results from this distribution.

HDTV Satellite Media Tour – Leveraging new fall TV programming, CEA reached hundreds of thousands of TV viewers through a satellite media tour (SMT) featuring CEA's Digital Answer Man Jim Barry. The SMT featured "back to the basics" questions about the transition from analog to digital. To date, the tour was viewed by an audience of over 700,000 consumers.

Trade and Consumer Show Outreach –

- International CES – January
- CEA’s Washington Forum – March
- NCTA show – April
- NAB show – April
- PARA – May
- Digital Edge – September
- Digital Life – October

Retailer Tip Sheet – In conjunction with the Commission and the Consumer Electronics Retailers Coalition (CERC), CEA designed, printed, and has made available to retailers a “tip sheet” or card that explains the DTV transition and basic DTV terms and technology. In addition to being posted on CEA’s web site, over one million Tip Sheets have been distributed, including to every Best Buy and Circuit City in the country, at the International Consumer Electronics Show (CES), to the Professional Audio-Video Retailers Association (PARA) who distributed them to their members, to the Home Theater Specialists of America (HTSA) and at CEA’s HDTV Summit. The Tip Sheet also has been published three times in the HDTVGuide, which is distributed to 20,000 *TWICE* subscribers. This distribution extends further through press kits and education, CEA’s distribution lists and to all CEA events.

Partnership Outreach and Development – CEA is committed to working with all parties to make sure consumers are educated about the transition to DTV.

Recent press release headlines:

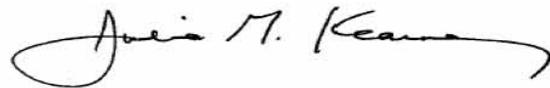
- 9/28/2006 – Consumer Electronics and Broadcast Industries Present Consensus Position on Digital Television Transition
- 4/21/2006 – CEA and NCTA Unite to Broaden Scope of DTV Education Efforts

Media Outreach – CEA has continuously works to educate reporters about the transition to DTV and CEA’s available resources. Several publications recently citing CEA include:

- The Chronicle of Higher Education
- The Washington Post
- The New York Times
- The National Journal Technology Daily
- Asbury Park Press, NJ
- Star Tribune, MN
- The Atlanta Journal-Constitution
- South Bend Tribune
- Copley New Service

CEA is determined to continue leading the way in point-of-sale education and overall HDTV promotion and DTV transition education. In order to achieve maximum results, we need and encourage involvement from all transition leaders. Accordingly, we are actively engaged with broadcasters, cable operators, public interest groups and other stakeholders to build coalitions for coordinated communications related to the DTV transition.

Respectfully submitted,



Julie M. Kearney
Senior Director and Regulatory Counsel
CONSUMER ELECTRONICS ASSOCIATION
2500 Wilson Boulevard
Arlington, VA 22201
Tel: (703) 907-7644
Fax: (703) 907-8114

cc: Steve Broeckaert, Media Bureau
Eloise Gore, Media Bureau
Andrew Long, Media Bureau
Mary Beth Murphy, Media Bureau
Monica Desai, Consumer & Governmental Affairs Bureau
Mary Beth Richards, Consumer & Governmental Affairs Bureau
Dan Rumelt, Consumer & Governmental Affairs Bureau
Louis Sigalos, Consumer & Governmental Affairs Bureau