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April 2, 2007

VIA ECFS
Ms. Marlene H. Dortch
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, D.C. 20554

Re: *Ex Parte* Communications in MB Docket 03-15

Dear Ms. Dortch:

CEA hereby submits market research data pertaining to the digital television transition. CEA has previously provided market research data to the Commission and submits the attached data in this docket so that the Commission has the most accurate information that is available.

Respectfully submitted,

A handwritten signature in black ink that reads "Julie M. Kearney". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Julie M. Kearney
Senior Director and Regulatory Counsel

cc: Monica Desai
Eloise Gore

Unit Sales of Televisions (millions)

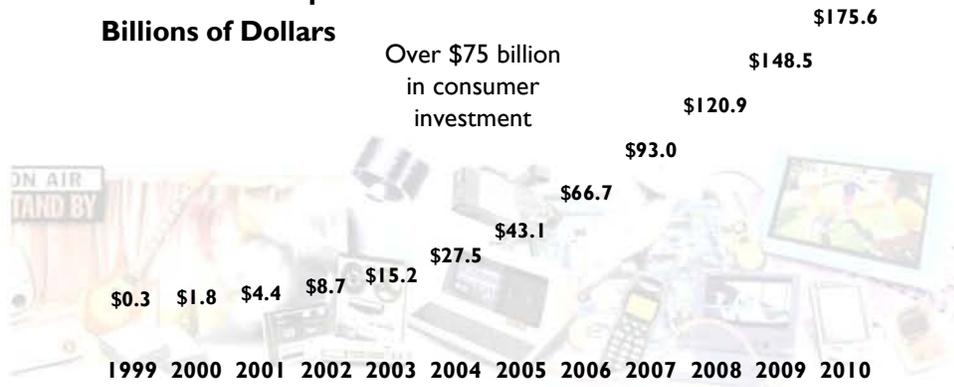
	2002	2003	2004	2005	2006e	2007p	2008p	2009p	2010p
Analog TVs	28.245	25.640	23.824	20.427	10.890	2.493	.163	0	0
Digital TVs	4.145	5.532	8.002	11.369	23.924	29.204	33.434	35.225	36.423
TOTAL TVs	32.390	31.172	31.826	31.796	34.814	31.697	33.597	35.225	36.423

Digital Television Shipments and Consumer Investment (\$)



Growing Market Investment

Cumulative Shipment Revenues
Billions of Dollars



Data is current through December 31, 2006.