



April 10, 2008

VIA ELECTRONIC FILING

Ms. Marlene Dortch, Secretary
Federal Communications Commission
445 12th Street, SW
Washington, D.C. 20554

Re: Quarterly Report of Best Buy
MB Docket No. 07-148

Dear Ms. Dortch:

Best Buy Co., Inc. (“Best Buy”), pursuant to paragraphs 50 and 51 of the Commission’s March 3, 2008 Report & Order in this docket, hereby submits this first quarterly status report on its consumer education efforts.

Best Buy is the nation’s leading retailer of consumer electronics products and is currently the chair of the Consumer Electronics Retailers Coalition (“CERC”). In the first quarter of 2008, Best Buy continued its ongoing efforts and implemented new voluntary efforts with respect to consumer education about the DTV Transition and the NTIA Coupon-Eligible Converter Box (“CECB”) program.

The following is a composite of undertakings by Best Buy to date.

In-Store Efforts, Generally

- We ended sales of analog television products (effective October 1, 2007); Best Buy was the first retailer to announce this and it generated 800 broadcast, print and online stories, nearly 32 hours of broadcast coverage and more than 136 million consumer impressions on the DTV transition in general.
- We became a certified retailer in the NTIA’s CECB program.
- We stock CECBs in stores and accept NTIA Coupons.
- We made NTIA TV Converter coupon applications available to our customers in-store and online, effective January 1, 2008.

- We include educational items about the DTV Transition and the end of analog broadcasting in its in-store “video loops” that are shown on the TVs displayed for sale – including video in Spanish where appropriate .
- We deploy retail in-store signs about the Transition and the end of analog broadcasts.



- We conduct specific training for our sales associates about the DTV Transition and the CECB program.
- We “mystery shop” our stores to ensure employees are properly describing the DTV Transition and consumer options.
- We make available to customers our own pamphlet material as to the DTV transition, plus that of the FCC, NTIA, CERC, and DTV Transition Coalition as provided to Best Buy.
- We print the following message on the front of every register receipt: “*Be ready for the Analog to Digital TV Transition on February 17, 2009. Learn more at www.bestbuy.com/DTV or www.dtv.gov.*”
- Best Buy’s own *Insignia*[®] branded coupon-eligible converter boxes are available for sale in all U.S. Best Buy locations and Puerto Rico.
- The packaging in which we ship, display, and sell our Coupon-Eligible Converter Boxes prominently features “Coupon Eligible Converter Box” on the outside of the package (in English and Spanish), and features the FCC Web Site address www.dtv.gov.
- Best Buy’s Geek Squad installers are trained on the DTV transition and we make available a Geek Squad Service to install the coupon-eligible TV Converter (for a fee).

Online/Media Undertakings

- We use our web site to educate consumers about the DTV Transition and the CECB program, including links to the coupon application and the FCC DTV web site. The content is available in English and Spanish.
- We initiated a national public relations effort, which included having specially trained store employees available to national news media and in 15 key markets to explain the DTV Transition.
- We have conducted outreach to key magazines.
- Best Buy has a dedicated phone channel (1-877-BBY-DTV9) for consumers to get questions answered regarding the transition as well as order a converter box with their NTIA coupon and have it shipped to their home (shipping charges apply).
- Best Buy and its Geek Squad have created 2-minute videos that explain the DTV transition, the government’s converter box program and the installation of a converter box. They are available online at Best Buy and Geek Squad Web sites and free to distribute for consumer education and posted on Youtube.com. Videos were produced in English and Spanish. View at <http://www.geeksquad.com/services/dtv.aspx>



- Best Buy printed educational messages in the Best Buy Sunday Advertising insert in March 2008 including a Spanish version for Puerto Rico.

Community Outreach Efforts

With specific regard to community outreach Best Buy partnered with the following:

- **Family, Career & Community Leaders of America:** Best Buy and its Geek Squad have partnered with the Family, Career & Community Leaders of America – a national organization of 220,000 students – to develop, implement and reward student-led consumer education outreach efforts on the DTV transition. (Best Buy is providing financial support as well as Best Buy sales associates and field installers to help train the students on the Transition.)
- **National Consumers League:** Through its Foundation, Best Buy provided grant funding (\$25,200) to the National Consumers League for their *LifeSmarts* Program geared at middle and high school kids that will incorporate DTV transition online curriculum. Through the *LifeSmarts* program student participants, many thousands additional friends, family and community members will gain a practical understanding of the digital TV transition and its implications in their homes, schools and communities.
- **Minnesota 4-H:** Through its Foundation, Best Buy is providing grant funding (\$25,000) for the Minnesota 4-H Chapter that will bring information to Minnesota citizens regarding the digital TV transition while mobilizing the Minnesota 4-H Science, Engineering, Technology (S.E.T.) program efforts. The grant is to inform and educate varied audiences across the state about the Transition.
- **Minnesota Council of Nonprofits:** Best Buy in partnership with the Minnesota Council of Nonprofits will be hosting a DTV “Train the Trainer” Summit for Minnesota-based community organizations that wish to obtain tools for helping their constituencies prepare for the DTV transition. Participants will hear background on what the move to DTV means to Minnesotans, receive hands-on, how-to guidance on the options for receiving digital signals, and be given an educational kit for use with their own organizations.
- **National Council of La Raza:** Best Buy, in partnership with the National Council of La Raza, will be utilizing their *Liederer Program* as well as the 200 campus groups they serve for communicating and promoting DTV messages to the Hispanic community.
- On a national level, webinars and live sessions at select Best Buy stores also will demonstrate converter box installation and provide education materials for any community volunteers who would like to help with community outreach on the transition.
- Best Buy is also supporting industry consumer education efforts through its participation in:
 - the Consumer Electronics Retailers Coalition (www.ceretailers.org)
 - the Consumer Electronics Association (www.ce.org)
 - the DTV Transition Coalition (www.dtvtransition.org)



The voluntary undertakings by Best Buy with respect to the DTV Transition and the NTIA CECB program thus far reflects its commitment to and endorsement of DTV Consumer Education. Best Buy looks forward to working with the Commission to achieve a fully successful Transition.

Respectfully,

/s/ Michael Vitelli

Michael Vitelli
Executive Vice President, Customer Operating Groups
Best Buy Co., Inc.

cc: Chairman Martin
Commissioner Copps
Commissioner Adelstein
Commissioner Tate
Commissioner McDowell
Cathy Seidel
Pam Slipakoff
Thomas Wyatt
Monica Desai
Eloise Gore