

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D.C. 20554**

In the Matter of

DTV Consumer Education Initiative

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MB Docket No. 07-148

REPORT

DISH Network LLC (“DISH Network”) remains a committed partner to the Federal Communications Commission’s efforts to educate and notify consumers of the upcoming broadcaster digital transition. Our April 10 and July 10 reports provided a comprehensive overview of our transition-related education efforts, and this quarterly report provides an update on those efforts. DISH Network’s efforts continue to evolve and adapt as the digital transition nears informed both by subscriber feedback and shifts in consumer awareness.

NTIA Converter Box Program Update. DISH Network now has three NTIA-approved Coupon Eligible Converter Box (CECB) available to consumers with \$40 government coupons. Joining the original DTVPal is the TR-40CRA and the DTVPal Plus. All three provide analog-pass through functionality and an auto-scan feature that captures any new digital signals available in a household’s community. The two new boxes are designed specifically to address key Commission concerns about the converter box program, and include the same basic features and functionality of the DTVPal.

- First, the TR-40CRA is a special limited production box designed to be a low-cost option for consumers with a Manufacturer Suggested Retail Price set at the price of the government coupon, \$40. The only out-of-pocket expense for consumers is taxes, and shipping and handling where applicable.

- Second, the new DTVPal Plus includes an enhanced digital tuner. This tuner enables consumers to get even better reception in weak signal conditions such as with indoor antennas or for areas with weak digital TV signals. This enhanced converter box is designed to help mitigate against the “digital cliff” effect, *i.e.*, areas in which consumers receive adequate analog TV signals but will fail to receive a viewable digital signal.

DISH Network also remains a certified retailer under the NTIA program, providing consumers with the ability to purchase these converter boxes directly from DISH Network online and by phone. The boxes are also available through national distribution partners, including Sears.

Further, DISH Network offers an installation service for consumers that seek assistance with the installation and hook-up of converter boxes or an over-the-air antenna.

New Subscription Options for Over-the-Air Households. In August, DISH Network unveiled new welcome subscription packages for over-the-air households that prefer selecting a pay TV provider to prepare for the digital transition. Specifically, the new DISH Network American and Latino Welcome Packs include line-ups of twenty channels priced at \$9.99 per month (\$14.99 with local channels where available).

DISH Network Existing Subscriber Education Efforts. As a 100 percent digital system today, the vast majority of DISH Network subscribers will be unaffected by the digital transition. DISH Network offers a web-based resource about the transition that offers information for subscribers and non-subscribers. The company also has trained its call center staff on the transition and its effect on subscribers. Efforts to educate consumers on-screen have included both short public service announcements featuring government officials and longer-form programming, *i.e.*, segments in the monthly “Charlie Chat” program available to all DISH Network subscribers.

Public Outreach. DISH Network personnel were on the ground in the Wilmington DMA raising awareness about the Wilmington, North Carolina September cut-over date at both FCC and non-

FCC sponsored events. In addition, DISH Network donated converter boxes free of charge to nursing homes in Wilmington that were unable at the time to participate in the NTIA coupon program. DISH Network has also participated in additional FCC outreach efforts nationwide, including efforts to spread the word to non-English-speaking communities. By way of example, Chinese-speaking DISH Network personnel attended a digital transition event in San Francisco focused on raising awareness of the transition in the large Bay Area Chinese community.

Broadcaster Infrastructure Coordination Efforts. DISH Network continues to work with the broadcast community to coordinate the transition of approximately 1450 broadcast stations on DISH Network from analog to digital in the United States and Puerto Rico. This resource and manpower-intensive effort requires DISH Network to replace the analog equipment and antenna with digital equipment at each of its local receive facilities in each of its 178 launched local-into-local markets. DISH Network is on track to complete the necessary work in January 2009 in advance of the February cut-over date. Currently, over 45 percent of broadcast stations on DISH Network are transition ready.

Respectfully submitted,

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October 10, 2008