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January 6, 2009

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

Re: DTV.gov Partner Consumer Education Reporting
MB Docket 07-148

Dear Ms. Dortch:

The Consumer Electronics Association (CEA) remains committed to DTV consumer education and has engaged in numerous consumer education efforts, as further detailed in this letter and previous letters submitted into this docket.

CEA continues to aggressively educate consumers, retailers, manufacturers and legislators about the transition to digital television (DTV). CEA's ongoing award-winning efforts include websites, printed collateral and media outreach. CEA currently operates websites that provide valuable DTV transition information through consumer education (www.DigitalTips.org and www.AntennaWeb.org) and retailer training (www.CEknowhow.com). CEA also is a founding member and key driver of the DTV Transition Coalition (www.DTVtransition.org), which works to ensure that no consumer loses broadcast television service for lack of information. The DTV Transition Coalition has grown to more than 240 members and is continually adding new members.

CEA's most recent efforts include the development and launch of a digital TV database to help consumers determine whether their current television set is digital. That database is freely accessible to the public at

http://www.dtvtransition.org/index.php?option=com_content&task=view&id=51&Itemid=94
and should provide consumers with another useful tool to help them determine what steps they need to take to prepare for the DTV transition.

CEA also announced winners of two contests designed to educate consumers about the digital transition. The "Rabbit Ears Pioneer Contest," hosted jointly by CEA and the National Association of Broadcasters (NAB), sought to encourage baby boomers to help their parents and older neighbors prepare for the analog cut off. "Rabbit Ears Pioneers" are individuals who rely on over-the-air broadcast TV signals, a trusty analog television set, and an antenna to tune in to their favorite programs. Entrants were asked to nominate their favorite "Rabbit Ears Pioneer" with a photo and a short essay about why they enjoy broadcast TV, when they bought their TV

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Set, and what their favorite TV show memories are. On November 19th, CEA and NAB announced the grand prize winner of the “Rabbit Ears Pioneers” contest, Gwynne K. Richards of Chicago. Ms. Richards teaches 7th and 8th grade writing at Andrew Jackson Language Academy, a Chicago public school. She penned her winning entry in the voice of her 35-year-old Zenith Chromacolor television set, which she describes as “simple and definitely built to last.” Ms. Richards and her husband Norm won a high-definition home entertainment center with surround sound audio.

On December 11th, CEA announced the winner of the grand prize in the “Digital TV: Convert Now!” YouTube contest. CEA launched this YouTube contest in October to encourage consumer efforts to spread awareness of the digital transition. Popular country music band Whiskey Falls created a new video, “We are America”, which explained contest details and demonstrated how consumers can prepare for the DTV transition. Consumer videos were submitted online at www.YouTube.com/DTVTransition, where a panel of judges including students from American University evaluated each eligible video submission and selected five finalists based on the following criteria: originality and creativity, aesthetic appeal and the relationship of the content to the contest theme – Digital TV: Convert Now. The grand prize winner, creator of the video, “The Conversion,” was chosen among numerous eligible videos by public voting on the YouTube contest page. The contest winner received a home entertainment center including a flat screen high-definition TV, a Blu-ray disc player and a surround sound audio system.

CEA’s members, several of whom are listed as FCC DTV Partners, also have been actively engaged in CEA’s activities to educate consumers and also in their own educational activities. The FCC’s DTV Partners, such as LG Electronics and its subsidiary, Zenith; Panasonic; Philips; Mitsubishi; Motorola; Pioneer; Pro Brand; RCA; Samsung; Scientific Atlanta; Sharp Electronics; and Sony are working to ensure that consumers have the information that they need to ensure a smooth transition to all-digital TV.

During the months leading up to February 17, 2009, CEA will continue its outreach efforts through a variety of media. CEA and its members remain committed to working with the Commission, the DTV Transition Coalition and others to ensure a smooth and consumer-friendly transition to digital television.

Respectfully submitted,

/s/ James W. Hedlund

James W. Hedlund
Vice President, Regulatory Affairs

cc: Catherine Seidel, Chief, Consumer and Governmental Affairs Bureau
Pam Slipakoff, Chief of Staff, Consumer and Governmental Affairs Bureau
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