



January 12, 2009

**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 its fourth 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 fourth 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 National Telecommunications and Information Administration (“NTIA”) Coupon-Eligible Converter Box (“CECB”) program.

The following is a composite of undertakings by Best Buy supplementing efforts stated in its first and second and third quarterly status reports.

**In-Store Efforts, Generally**

- Best Buy continues to participate in the Commerce Department's National Telecommunications and Information Administration’s (NTIA’s) \$40 CECB program.
- Best Buy’s own *Insignia*® branded coupon-eligible converter boxes are available for sale in U.S. Best Buy locations and Puerto Rico.
- Best Buy continues to assort to two brands and three models total, all with analog pass-through and some with additional permitted features. Our inventory has remained widely available in-store and by phone, including our Puerto Rico stores.



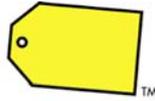
- Since early 2006, Best Buy has provided DTV training of employees, in-store brochures with FAQs (in English and Spanish); regularly updated online information (in English and Spanish); in-store signage and video messaging.
- Best Buy stores also demonstrate converter box installation and make education materials available for community volunteers who would like to help with community outreach on the transition.

### Online/Media Undertakings

- Best Buy, in partnership with the National Association of Broadcasters (“NAB”), rolled out in-store workshops about the transition to digital television (“DTV”) at Best Buy stores in the 25 largest cities across the country. These workshops took place on Monday, November 17, 2008, marking the three-month countdown to the DTV transition. At each workshop, local broadcasters were on site to answer consumers’ questions and discuss how the transition will affect their station’s signal. Best Buy technology pros gave consumers tips on converter box installation and explained the options people have to prepare for the DTV transition. They were also available to assist consumers in finding the right DTV option to fit their lifestyle and needs.
- We use our Web sites to educate consumers about the DTV Transition. ([www.bestbuy.com/dtv](http://www.bestbuy.com/dtv); [www.geeksquad.com](http://www.geeksquad.com); [www.askablueshirt.com](http://www.askablueshirt.com)).
- Best Buy featured DTV messaging in its Sunday advertising inserts.
- Best Buy maintains two digital programs launched in Q3 to help prepare consumers for the DTV transition. The microsite, [www.askablueshirt.com](http://www.askablueshirt.com), gives consumers access to Best Buy home theater professionals and DTV-related educational information. In addition, the company also maintains an interactive application on the social networking site Facebook, [www.facebook.com](http://www.facebook.com), to further promote DTV awareness.
- Best Buy allowed its stores for use by media to film DTV educational spots and make its technology experts available.
- Best Buy maintains its DTV hotline – 1-877-BBY-DTV9 – for consumer questions and converter box ordering and coupon redemption.

### Community Outreach Efforts

- Best Buy home theater specialists and Geek Squad Agents participate in community DTV town hall meetings and workshops with elected officials to help their constituents understand the transition.
- Best Buy hosted numerous “Ask the FCC” events at stores throughout the country with FCC staff. The events include DTV information for consumers, coupon applications and converter box demonstrations.



**BEST BUY™**

- Best Buy partnered with the FCC on promoting the early January 15<sup>th</sup>, 2009 transition in Hawaii. Included in these efforts are in-store and community events to ensure residents are informed and prepared. Updated signage was also created for stores.

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,

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