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February 14, 2007

The Hon. Daniel Inouye, Chairman, Senate Commerce Committee  
The Hon. Ted Stevens, Vice-Chairman, Senate Commerce Committee

Dear Senators Inouye and Stevens:

Thanks to your leadership, in two short years the nation will complete its transition from analog to digital transmission of over-the-air broadcast television signals. We know this issue has been of paramount interest to you as your committees guide the successful completion of the transition, which will ensure that existing analog spectrum is re-deployed to serve the nation's public safety needs and enable the development of new communications technologies beneficial to consumers.

As representatives of three industries with millions of customers that will be significantly impacted by the transition, we want to update you on our efforts to help American consumers and television viewers better understand the nature of the transition and its benefits, become educated about the changes that will occur between now and February 2009, and prepare for a seamless completion of the digital television transition. Our goal is to ensure that no American loses the ability to view over-the-air television signals due to a lack of accurate information about the transition.

First and foremost, we are pleased to report that the broadcasting, consumer electronics and cable television industries will combine our collective resources to develop and implement an extensive consumer education campaign in advance of the transition.

This inter-industry DTV campaign is vitally important as the 2009 analog cutoff date approaches, but we are not waiting until then to educate consumers about the transition and provide information about actions they may need to take to ensure they do not lose television reception. These efforts will focus on developing simple, powerful messages about the consumer benefits of digital technology and actions that consumers should take to maintain their access to over-the-air television.

Working with a broad coalition that includes the entertainment and communications industries and consumer organizations, we will develop educational tools including:

- a robust Web site providing simple, useful information about consumer options during the course of the transition and links to a wide variety of industry resources offering more information on those options;
- printed materials that can be distributed to consumers through point-of-purchase displays and other consumer sales channels;
- public service advertising in cable, broadcast and print media; and
- information promoting and publicizing details of the “coupon” program to be administered by the National Telecommunications and Information Administration (NTIA).

In short, we will help lead consumers to information about equipment, devices and hardware currently in development to expedite the transition, as well as provide answers to their questions about the television equipment in their homes and its viability in a digital world.

We look forward to answering any questions you may have about these efforts and will provide regular updates on our progress.

Thank you again for your support of the transition and your leadership in ensuring that consumers benefit from the deployment of digital technology.

Sincerely,



Gary Shapiro  
President & CEO  
CEA



David Rehr  
President & CEO  
NAB



Kyle McSlarrow  
President & CEO  
NCTA