



Consumer Electronics Association
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March 19, 2008

The Honorable John Dingell
Chairman
Committee on Energy and Commerce
United States House of Representatives
Washington, DC 20515

The Honorable Joe Barton
Ranking Member
Committee on Energy and Commerce
United States House of Representatives
Washington, DC 20515

The Honorable Ed Markey
Chairman
Subcommittee on Telecommunications
& the Internet
Committee on Energy and Commerce
United States House of Representatives
Washington, DC 20515

The Honorable Cliff Stearns
Ranking Member
Subcommittee on Telecommunications
& the Internet
Committee on Energy and Commerce
United States House of Representatives
Washington, DC 20515

Dear Chairmen, Ranking Members, and Members of the Committee and Subcommittee:

On behalf of CEA and our members, I would like to take this opportunity to thank you for your continuing commitment to ensure our nation's smooth transition to digital television.

CEA remains steadfast in its commitment to educating consumers, retailers, manufacturers and legislators about the transition to digital television. CEA's ongoing award-winning efforts include websites, printed collateral and media outreach. CEA currently operates websites that provide information about the DTV transition through consumer (www.DigitalTips.org and www.AntennaWeb.org) and retailer education (www.CEknowhow.com). In fact, CEA has partnered with the National Association of Broadcasters to significantly expand the reach of AntennaWeb.org, an online site dedicated exclusively to the needs of over-the-air households. AntennaWeb.org provides simple, easy to understand information regarding the reception of digital over-the-air broadcast signals. CEA also is a founding member of the DTV Transition Coalition (www.DTVtransition.org), which works to ensure educational materials reach a broad audience.

At the 2008 International CES, CEA conducted a successful Satellite Media Tour featuring Meredith Attwell Baker, Acting Assistant Secretary for Communications and Information, U.S. Department of Commerce/NTIA. Nearly 30 interviews were conducted with top markets throughout the country to educate consumers about the transition and digital-to-analog converter box program. In December 2007, CEA conducted a radio tour to highlight the converter box program. Approximately 30 interviews were conducted with stations throughout the country. Also in December 2007, CEA ran ads in *Roll Call*, *Politico* and *The Hill* promoting www.DigitalTips.org as a consumer resource for the DTV transition.

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CEA has significant new educational outreach planned for the remainder of 2008 and into 2009. For example, CEA will be retaining a nationally-known television personality to produce accessible educational materials targeted specifically at our nation's senior population. In the coming weeks, CEA plans to launch innovative new outreach activities, including a new nationwide "rabbit ears" promotion designed to spread the word about digital converter boxes to diverse populations.

CEA recently produced a DVD entitled: "DTV 101: A Consumer's Guide to Digital Television." The DVD is a 9-minute primer to consumers about the digital television transition and the steps they may or may not need to take in order to prepare for the transition. Closed-captions and Spanish as a Second Audio Program (SAP) are included. The DVDs, which are available in standard definition DVD, HD DVD, Blu-ray Disc, DigiBeta and SDBeta formats are being widely distributed to broadcasters, cable, satellite and telco providers, and retailers. The video also is posted on CEA's web site: www.DigitalTips.org.

We are pleased to announce that CEA's popular digital television converter box "Quick Start Guide" has been translated into Spanish. This generic guide was created to help consumers to understand how easy it is to install and use a digital television converter box. Of course, individual manufacturers will include detailed instructions with their products.

CEA created DTV Transition bookmarks, which are being distributed to libraries through the American Libraries Association. In addition, CEA has been an active participant in the Federal Communications Commission's DTV Education Workshops and plans to continue its participation in the coming months. In May 2007, CEA issued a DTV Toolkit for lawmakers that contained material for answering constituent questions about the transition. All the materials included in the packet are available at www.ce.org/HDTV.

CEA also continues to focus on various other mediums for outreach. Year after year, we have dedicated a significant amount of budget, staff time and other resources to DTV promotion. From press outreach, TV and radio broadcast pieces – editorial and advertorial – to print and outdoor advertising, we remain committed to helping lead Americans through this transition smoothly.

Sincerely,

A handwritten signature in black ink, appearing to read "Gary Shapiro". The signature is fluid and cursive, with the first name "Gary" being more prominent than the last name "Shapiro".

Gary Shapiro
President and CEO