



Consumer Electronics Association
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February 12, 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:

Thank you for holding hearings on February 13, 2008 regarding our nation's transition to digital television.

As we enter the final phase of preparation for the long-awaited transition date of February 17, 2009, CEA is pleased to report that consumer awareness of this historic event continues to increase. Consumer awareness of the transition has grown 80 percent since 2006, according to our latest market research.

CEA's recent survey of 2,000 U.S. adults shows that the joint educational efforts of government and the private sector are working, and the digital television transition will be a success. CEA's research revealed that the top sources consumers are using to learn about the transition include television (72%), family and friends (39%) and the Internet (26%).

The recent survey result also predict the success of the National Telecommunication and Information Administration (NTIA)'s converter box coupon program which launched in January and was prominently featured at the 2008 International CES. Converter boxes are only needed for consumers who watch over-the-air broadcasts on an analog television. CEA's survey found only 11 percent of television households – approximately 13 million – are solely over-the-air households, indicating that NTIA has sufficient converter box coupons to meet potential demand.

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

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websites that provide information about the DTV transition through consumer (www.DigitalTips.org and www.AntennaWeb.org) and retailer education (www.CEknowhow.com). CEA produced a "DTV 101" video for consumers that explains the transition and provides technical information on digital television and converter boxes, and CEA has worked with retailers, broadcasters and other stakeholders to distribute the video widely to consumers. CEA also is a founding member of the DTV Transition Coalition (www.DTVtransition.org), which works to ensure educational materials reach a broad audience.

We respectfully request that this letter be submitted into the formal record of the February 13th DTV hearing.

Sincerely,

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

Gary Shapiro
President and CEO