



NATIONAL TELECOMMUNICATIONS AND INFORMATION ADMINISTRATION

Digital TV Transition and Converter Box Coupon Program

Fact Sheet

Consumers

- The Coupon Program will receive coupon requests beginning January 1, 2008.
- Consumers will be able to apply for their coupons through a Web site, via a toll-free number, or by mail.
- Households will be able to apply for a maximum of two (2) coupons, each worth \$40. Coupons will be mailed to eligible households and will expire after 90 days of issuance.
- Coupons will be available on a first-come-first-serve basis to all U.S. households until \$890 million has been expended.
- If these initial funds are exhausted, an additional \$450 million will be made available to households that receive only over-the-air television service.
- Consumers may call toll free 1-888-DTV-2009 (1-888-388-2009) in English and Spanish for updates.
- The hearing impaired may call the TTY number 1-877-530-2634 for information in English, and for information in Spanish, consumers can call TTY number 1-866-495-1161 for updates.
- Consumer organizations and others interested in partnering with NTIA to promote the Coupon Program should contact Mary Lou Kenny at 202-482-9114.
- Coupon Program details, Frequently Asked Questions and program brochure are online: <http://www.ntia.doc.gov/dtvcoupon/consumer.html>

Retailers

- Retailers interested in participating in the Coupon Program should visit NTIA's web pages for retailers and become familiar with the retailer requirements in order to participate in NTIA's program. <http://www.ntia.doc.gov/dtvcoupon/retailer.html>.
- Read the Final Rule, especially section 301.6, which applies to retailers. http://www.ntia.doc.gov/ntiahome/frnotices/2007/DTVFinalRule_part301.htm#section3016.
- Complete and submit a Retailer Participation Form (DTV-1) to indicate interest in participating in the Coupon Program. <http://www.ntia.doc.gov/dtvcoupon/FormDTV1.pdf>.
- Register now to indicate your interest—and stay current by checking NTIA's website for periodic updates.

Manufacturers

- Manufacturers interested in participating in the Coupon Program should visit NTIA's web pages for manufacturers and become familiar with the technical requirements that converters must meet in order to be certified as eligible for purchase with government coupons. <http://www.ntia.doc.gov/dtvcoupon/manufacture.html>.
- Read the Final Rule and Technical Appendix 1 and Technical Appendix 2. http://www.ntia.doc.gov/ntiahome/frnotices/2007/DTVFinalRule_2f.htm.
- Complete and fax a Notice of Intent (DTV-3) for each converter model. <http://www.ntia.doc.gov/dtvcoupon/FormDTV3.pdf>.
- Prepare test results according to the Final Rule and guidance in the May 2007 Public Notice and follow instructions for submitting test results and sample converters for NTIA evaluation. http://www.ntia.doc.gov/ntiahome/frnotices/2007/DTVmanufacturer_053007.htm
- Stay current by checking NTIA's Frequently Asked Questions, which are periodically updated <http://www.ntia.doc.gov/dtvcoupon/manufacturerFAQ.html>.