



November 16, 2006

Mr. Milton Brown, Esq.
Office of the Chief Counsel
National Telecommunications and
Information Administration
1401 Constitution Avenue, Room 4713
Washington, DC 20230

Re: Digital-to-Analog Converter Box Coupon Public Meeting

On November, 15, 2006, representatives of Archway Marketing Services met with staff of the National Telecommunications and Information Administration (NTIA) to discuss and clarify the comments that Archway submitted in the *Digital-to-Analog Converter Box* proceeding.¹ Pursuant to the *Notice of Meetings*,² set forth below is a summary of the substance discussed.

Overall Rules. The rules should specify the capabilities and requirements for coupons but remain flexible enough to permit using whatever coupon option is capable of fully meeting the established requirements and objectives of the program. Consideration of options that might be preferred at the implementation stage should not be precluded inadvertently by the rules.

Coupon Cards. To minimize any potential for waste, fraud and abuse (WFA), coupon cards should be SKU-specific so that each can be used only once and only for an eligible converter box. Requiring this functionality will minimize, if not eliminate, mistakes at the retail checkout counter. In addition, during the checkout process the product's unique serial number should be captured. Doing so will prevent the same device from being sold multiple times in any kind of fraudulent scheme. The information also can be used to ensure that the device came from the stock of the selling store. Archway clarified its

¹ *Implementation and Administration of a Coupon Program for Digital-to-Analog Converter Boxes*, 71 Fed.Reg. 42067 (publ. July 25, 2006).

² *Digital to Analog Converter Box Coupon Public Meetings*, 71 Fed.Reg. 65476 (publ. Nov. 8, 2006)

earlier comments on this point to explain that these capabilities, while not technically available as encoded on the card, are in fact available in industry today using point-of-sale capabilities. Such a requirement would require additional software, but no new hardware would have to be installed in most retail outlets to perform these functions. Each card also should contain the recipient's name and address to limit its use to only the intended beneficiary. In addition, the expiration date should be clearly stated on the face of the card and encoded electronically to limit its use to the prescribed period, permit on-going issuance of new cards, and provide real-time tracking information.

A smooth roll-out of the program for retailers is essential. Costs to retailers should be minimized, and the timing of the software (or other) changes required by the retailer must be expedited to avoid any potential for disruption during the retailers' extremely busy holiday sales season.

Eligibility. While Archway takes no position on whether eligibility rules should or should not be adopted, it did point out that eligibility restrictions would impact administration costs and require a program to protect against WFA. If such rules are adopted the administrator, working with NTIA, can devise methods to ensure compliance to the maximum extent feasible.

Consumer Education. The limited funds available specifically for consumer education would best be used to leverage other resources from broadcasters, consumer manufacturers and retailers. This might be done by developing toll-free lines and constructing an authoritative website that can be linked to websites of broadcasters and retailers and used in consumer information, in multiple languages, that can be distributed by broadcasters, retailers and manufacturers.

Archway appreciates the opportunity to discuss and clarify its comments in this proceeding. Should further clarification or information be desired, please contact David Siddall at Paul, Hastings, Janofsky and Walker, (202) 551-1802.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Ashe', is centered on a light gray rectangular background.

Jonathan Ashe
Director, Client Services and New Markets