

Ex Parte Meeting Summary
DTV Converter Box Coupon Program

Date: July 28, 2006

Outside Attendees: Ken Feree, Sheppard & Mullin
Alex Pumfrey, Director of Strategy and Policy, Digital UK
Ford Ennals, CEO, Digital UK

NTIA Attendees: John Kneuer
Meredith Baker
Jim Wasilewski
Bernadette McGuire-Rivera
Eric Stark
Milton Brown

The outside attendees were advised about *ex parte* guidelines and told that we would primarily be listening to their briefing and that we would summarize the meeting as part of the record. They were also told to file their written comments in the formal proceeding.

Representatives from Digital UK gave a presentation that is attached to this memorandum. They discussed the efforts of the UK in bringing about the digital transition. They pointed out similarities and differences in the process in bringing about the transition, as well as the differences in the two markets. The UK is undergoing a phased approach for the digital transition. The UK also has \$350 m to use towards consumer education versus the \$5m in the U.S. The UK's program is led by the broadcasters, with government oversight. Subsidies will only go to the elderly (over 75) and the handicapped. Consumers in the UK also pay a TV tax (license), therefore they are easily identified.