

# DTV CONVERTER COUPON PROGRAM PUBLIC MEETING ON THE FINAL RULE

Bernadette McGuire-Rivera  
OTIA Associate Administrator

Anita Wallgren  
Program Director

Anthony Wilhelm  
Director, Consumer Education & Public Information

William Cooperman  
Director, OTIA Broadcast Division

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[www.ntia.doc.gov](http://www.ntia.doc.gov)





## Key Staff Contacts

Anita Wallgren

Retailers

Manufacturers

Program Operations

Tony Wilhelm

Consumers

Partners

Public Outreach

Bill Cooperman

Converter Specifications



## RFP Questions?

Please hold until Bidder's Conference

Contact Diane Trice, NOAA

301-713-0838 x 102

[Diane.Trice@noaa.gov](mailto:Diane.Trice@noaa.gov)



## The Digital Transition Is Underway ...

Over-the-air consumers have many choices:

- Subscribe to cable, satellite, or other pay TV service
- Buy new digital television
- Purchase a converter
  - What is the converter coupon program?





# PART 1

## COUPON PROGRAM BASICS



## Coupon Program Basics *(con't)*

### Eligibility

- All households may receive coupons while the initial funding of \$990M is available
- If contingent funds (\$510M) are necessary, those funds will go only to over-the-air households

## Coupon Program Basics *(con't)*

### Coupon Value and Use Restrictions

- Worth \$40
- Up to 2 may be requested per household
- Cannot be combined toward purchase of single converter
- Cannot be used for products other than eligible converters
- Electronically trackable
- Expire after 90 days



## Coupon Program Basics *(con't)*

### Application Process

- Law requires consumers to request
- Asking for info necessary to complete request
  - Name
  - Address
  - Number of coupons



## Coupon Program Basics *(con't)*

### Application Process

- Applications will be widely available
- Can request online, over the phone, via fax or through the mail
- Law requires coupons be sent to households via U.S. Postal Service
- Toll-free contact center and website



## PART 2

# CONSUMER EDUCATION & PUBLIC OUTREACH



## Consumer Education Strategy

- Focus on households most likely to lose TV service:
  - Rural households
  - Minority residents
  - Seniors
  - Economically disadvantaged
  - Disability community
- Focus on the converter and the Coupon Program



## Consumer Education Strategy *(con't)*

- Develop clear message and use consistently in the media
- Develop partnerships with groups who can reach target populations





## Consumer Education Strategy *(con't)*

Encourage broad voluntary participation

- PSAs to blanket the nation and raise awareness
- Earned media
- Information at point of sale to make consumers aware of their choices
- Work closely with the DTV Transition Coalition and other stakeholders



## Consumer Education Next Steps

- NTIA to hold regular public meetings to seek input and inform the public
- Partnership opportunities – please call 202-482-6260



## PART 3

# RETAILER CERTIFICATION



## Retail Stores

- Retailers are crucial to program success
- Store front and online CE retailers
- Certification will expedite coupon redemption and minimize waste, fraud and abuse



## Retail Stores *(con't)*

- Stores will stock converters as they see fit
- Database will
  - Authenticate coupon
  - Match against certified converter
  - Initiate payment to retail store
  - Track coupon inventory
- Retailers will train employees



## Retail Stores *(con't)*

- To participate:
  - In CE retail business for at least one year
  - Central Contract Registration [www.ccr.gov](http://www.ccr.gov)
  - Redeem electronically trackable coupons and provide data required by NTIA
  - Cooperate with audits



## PART 4

# CONVERTER SPECIFICATIONS

## Converters

- NTIA's specifications apply to coupon program only
  - Manufacturer may design and build products not for use with coupon that include D-A conversion
  - Today's state of the art technology should ensure good performance at low cost



## Converters *(con't)*

- Minimum Requirements
  - Technical Appendix 1
  - Based on joint recommendation of consumer electronics industry and broadcasters
- Permitted features – in Technical Appendix 2
- Disqualifying features - in Technical Appendix 2



## Converters *(con't)*

- NTIA will approve each make and model to be offered for purchase with coupon
  - Manufacturers will self-test to ensure compliance with requirements
  - Submit test results and 2 converters to NTIA for review
  - FCC may test if requested by NTIA
  - NTIA will notify manufacturers and input product info to database for retail stores



## Required Features

- All channel tuner 2–69
- Display all DTV formats
- Display all multicast channels
- Display program information (PSIP)
- Input: RF (F connector)
- Output: RF & Composite (3 RCA plugs)
- Remote Control
- Energy Standards



## Permitted Features

- Smart antenna input
- Program guides
- Analog pass-through
- BTSC stereo in RF output
- Automatic software upgrades
- Programmable remote control
- Battery operated converter boxes
- Meet ENERGY STAR standards



## Disqualifying Features

- Integrated video displays
  - No TVs or monitors
- Audio/video recording or playback
  - No DVD, VCR, HDDVD, BlueRay
- Digital outputs
  - No HDMI, DVI, VGA
- Sale conditioned on purchase of another item



## Conclusion

To learn more about the digital television transition, visit:

[www.dtv.gov](http://www.dtv.gov)

[www.dtvtransition.org](http://www.dtvtransition.org)

[www.myceknowhow.com](http://www.myceknowhow.com)

[www.ntia.doc.gov](http://www.ntia.doc.gov)



## Conclusion

QUESTIONS?

[COUPONINFO@NTIA.DOC.GOV](mailto:COUPONINFO@NTIA.DOC.GOV)

Thank you for your interest in helping raise consumer awareness about the DTV Converter Program