



NEWS

Federal Communications Commission
445 12th Street, S.W.
Washington, D. C. 20554

News media Information 202 / 418-0500
TTY 202 / 418-2555
Fax-On-Demand 202 / 418-2830
Internet: <http://www.fcc.gov>
<ftp.fcc.gov>

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NEWS MEDIA CONTACT
Rebecca Fisher (202)418-2359
David Fiske (202)418-0513

CHAIRMAN POWELL ANNOUNCES MAJOR DTV CONSUMER EDUCATION INITIATIVE “DTV – Get It!”

Washington, DC – Today, FCC Chairman Michael K. Powell launched a multi-year, multi-phased consumer education and outreach campaign – “DTV – Get it!” - designed to inform the public about the digital television (DTV) transition and the availability of high-definition and other digital content and to provide resources for Americans interested in joining the DTV ranks.

Powell recognized the significant advances made by the government and the industry over the last several years in increasing the availability of digital and high-definition programming available to the American public. He also cited the growing popularity of DTV, and acknowledged consumer confusion about the changing digital television landscape.

“Although for the vast majority of American households, digital television may be uncharted territory, we will not let them go it alone,” Powell said. “If you have questions about digital television, the FCC is ready to serve as a primary resource for quick answers. Then we hope they will get DTV – get the set, get the connection, get the content,” he said.

Powell unveiled a new web portal www.dtv.gov to serve as a one-stop source of information on the DTV transition and available high-definition programming. The site allows consumers to find a list of high-definition programming options available in their home, answers to frequently asked questions about the DTV transition and a guide for DTV shoppers.

The FCC also announced a joint effort with the commitment from the Consumer Electronic Association (CEA) and the Consumer Electronics Retailers Coalition (CERC) on the creation and distribution of a DTV Tip Sheet. The new consumer tip sheet describes digital television features and equipment and provides a glossary of common terms. The tip sheet also explains that TV sets with only analog tuners will need a separate converter box in the future to receive over-the-air signals after TV stations turn off their analog signals. CERC’s Board Member companies—Best Buy, Circuit City, RadioShack and Tweeter—agreed to distribute the DTV Tip Sheet to the public at their retail outlets.

“I commend these retailers for helping eliminate consumer confusion where it is needed most—at the point of sale,” Powell said. “We look forward to working with more retailers to make this DTV Tip Sheet available for distribution in their stores.”

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