



# NEWS

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.  
See MCI v. FCC, 515 F 2d 385 (D.C. Circ 1974).

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## FCC Requires Retailers to Fully Inform Consumers About Analog TV Equipment Limitations as Transition to Digital Approaches

*Consumer Alert Should be Visibly Posted if TV only has Analog Tuner; Transition Occurs February 17, 2009*

Washington, D.C. – The Federal Communications Commission (“FCC”) today adopted an order requiring retailers to fully inform consumers when TV equipment being sold has only an analog tuner.

Today’s action reflects the Commission’s commitment to minimize the burden on consumers and maximize the opportunities offered to them by the digital transition.

The Commission’s DTV tuner rule prohibits the manufacture, import, or interstate shipment of any device containing an analog tuner, unless it also contains a digital tuner. Despite this prohibition on manufacture and shipment, retailers may continue to sell analog-only devices from existing inventory. However, at the point of sale, many consumers are not aware that this equipment will not be able to receive over-the-air-television signals after February 17, 2009.

The Order adopts a rule requiring sellers to more fully inform consumers by displaying the following text if they are selling TV equipment with only an analog broadcast tuner:

### *Consumer Alert*

**This television receiver has only an analog broadcast tuner and will require a converter box after February 17, 2009, to receive over-the-air broadcasts with an antenna because of the Nation’s transition to digital broadcasting. Analog-only TVs should continue to work as before with cable and satellite TV services, gaming consoles, VCRs, DVD players, and similar products. For more information, call the Federal Communications Commission at 1-888-225-5322 (TTY: 1-888-835-5322) or visit the Commission’s digital television website at: [www.dtv.gov](http://www.dtv.gov).**

Action by the Commission, April 25, 2007, by Second Report and Order (FCC 07-69).  
Chairman Martin, Commissioners Copps, Adelstein, Tate, and McDowell. Separate Statements Issued by Chairman Martin, Commissioners Copps, Adelstein, Tate, and McDowell.

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