



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 Seeks Comment on Proposed DTV Education Initiatives to Facilitate Transition to Digital

Washington, DC – The Federal Communications Commission (FCC) today released a Notice of Proposed Rulemaking (NPRM) which seeks comment on potential DTV consumer education initiatives. Among other things, the NPRM seeks comment on requiring broadcasters, multichannel video programming distributors (MVPDs), retailers and manufacturers to take certain actions to publicize the digital transition. It will facilitate the upcoming transition to digital on February 17, 2009, a deadline established by Congress. A successful completion of the digital transition depends upon ensuring that appropriate policies are in place to minimize the burdens and costs borne by consumers. It also depends on government and industry working together in promoting consumer awareness.

The digital transition will make valuable spectrum available for both public safety uses and expanded wireless competition and innovation. It will also provide consumers with better quality television picture and sound, and make new services available through multicasting. These innovations, however, are dependent upon widespread consumer understanding of the benefits and mechanics of the transition.

Since the beginning of the transition of the nation's broadcast television service from analog to digital television service, the Commission has been committed to ensuring all Americans reap the benefits of the transition. The Commission has been working with representatives from industry, public interest groups, other government agencies and Congress to make the significant benefits of digital broadcasting available to the public.

The NPRM seeks comment on proposals to help convey the timing, logistics and benefits of the DTV transition to consumers, including:

- Broadcaster Public Service Announcements, other Consumer Education Requirements, and Reporting
- Notices in Cable, Satellite, and other MVPD Bills
- Notices from Consumer Electronics Manufacturers
- Employee Training by Consumer Electronics Retailers
- Adjustments to the DTV.gov Partners Program

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on the Commission's web site www.fcc.gov.