



NEWS

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

News Media Information 202 / 418-0500
Internet: <http://www.fcc.gov>
TTY: 1-888-835-5322

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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NEWS MEDIA CONTACT:
Janice Wise (202) 418-8165
Janice.Wise@fcc.gov

FCC ADOPTS DTV ENFORCEMENT ORDERS TOTALING OVER \$6 MILLION

Washington, D.C. -- The Federal Communications Commission has adopted 11 enforcement orders related to the DTV transition (*see* attached). The Commission's DTV-related enforcement efforts have focused on protecting consumers from unknowingly buying televisions that will not allow consumers to enjoy the full benefits of the digital transition. The orders demonstrate the Commission's commitment to strong enforcement in promoting the successful transition to digital television.

Specifically, the Commission adopted:

- Seven Notices of Apparent Liability for Forfeiture (NAL) for violations of its DTV labeling requirements. These requirements protect consumers from unknowingly purchasing television receivers incapable of receiving over-the-air digital programming.
- A Forfeiture Order and Further Notice of Apparent Liability and an NAL for digital tuner rule violations. Enforcement in this area, which restricts the importation and interstate shipment of analog-only televisions, helps protect consumers from purchasing televisions that cannot receive digital signals.
- Two NALs for violations of its V-Chip rules. These rules ensure that consumers' television receivers are capable of adapting to changes in the content advisory rating system.

Press Contacts: Janice Wise (202) 418-8165 and Mary Diamond (202) 418-2388

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DTV Labeling,V-Chip and Tuner Orders Adopted April 9, 2008

DTV Labeling NALs

• Sears, Roebuck, K-Mart	\$1,096,000
• Wal-Mart Stores/Sam's West	\$992,000
• Circuit City Stores	\$712,000
• Fry's Electronics	\$384,000
• Target Corporation	\$296,000
• Best Buy Co. Inc.	\$280,000
• CompUSA, Inc.	<u>\$168,000</u>
	\$3,928,000

DTV Tuner Actions

• Syntax-Brilliant	\$1,266,100
• Precor Inc.	<u>\$357,900</u>
	\$1,624,000

DTV V-Chip NALs

• Polaroid Corporation	\$775,000
• Proview Technology, Inc.	<u>\$300,000</u>
	\$1,075,000