

**STATEMENT OF
CHAIRMAN KEVIN J. MARTIN**

Re: Second Periodic Review of the Commission's Rules and Policies Affecting the Conversion to Digital Television (MB Docket No. 03-15)

One of the Commission's most important responsibilities as the digital transition draws near is to make sure that consumers are aware of its approach. The Order we adopt today requires retailers to disclose to consumers that a television with only an analog tuner will not receive over-the-air broadcast signals after February 17, 2009. Such notice should ensure that consumers are making a fully informed decision about the television that they seek to purchase *before* bringing it home. It will also help educate consumers about the upcoming digital transition.

As of March 1, 2007, all television receivers manufactured or shipped in the United States must have a digital tuner that is capable of receiving digital broadcast signals. Nevertheless, retailers today have an existing inventory of televisions with only analog tuners that they hope to sell. Consumers may not know that the television on the store shelf today may not be capable of receiving broadcast signals in 2009. This is critical information that customers both need and deserve to know.

Through this and the other rulemaking items that we adopt today, the Commission is dedicated to minimizing the negative impact of the digital transition. Consumers have certain expectations and one of their expectations is that the television that they purchase today will also work two years from now. We will be vigilant in ensuring adherence to the rules we adopt today. The successful completion of the digital transition depends upon the government and industry working together in promoting consumer awareness and ensuring that consumers are not the ones bearing its costs.