

**STATEMENT OF
COMMISSIONER DEBORAH TAYLOR TATE**

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

Most Americans are probably not thinking a lot about the end of the digital transition on February 17, 2009, but we are. The Commission's Rules now prohibit the manufacture, import, and interstate shipment of television sets that have only an analog tuner. Such sets will not receive over-the-air broadcast signals after the transition unless they are connected to a digital-to-analog converter box, and consumers need to know that. Because our Rules do not prohibit the sale of analog-only sets from pre-March 1, 2007, inventory, the common sense labeling requirement we adopt today should help to combat lingering consumer confusion concerning the basic capabilities of the television sets they buy today and move us a step closer to a smooth and seamless digital transition. This is not only good for consumers but also will be good for business as well.