

**STATEMENT OF
COMMISSIONER ROBERT M. MCDOWELL**

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 biggest challenges the Commission faces over the next two years is moving our nation from analog to digital television with minimal consumer disruption. Consumer education about the transition to DTV has been limited so far. Those of us who have conducted informal polls of family and friends learn very quickly that consumers are often unaware of the transition from analog to digital broadcasting and of the specific deadline and are often confused about the products and features available for digital TV viewing. This Order takes a big step forward to educate consumers by requiring that retailers disclose, at the point of sale, that televisions that include only an analog tuner will not be able to receive over-the-air broadcast signals without a converter box after February 17, 2009. The disclosure requirements we adopt will ensure that consumers have this material information before they make a purchase.

I thank the Media Bureau for their work on this item. I thank the Chairman for his leadership and I support this Order.