



The US DTV Transition: Some Lessons Learned

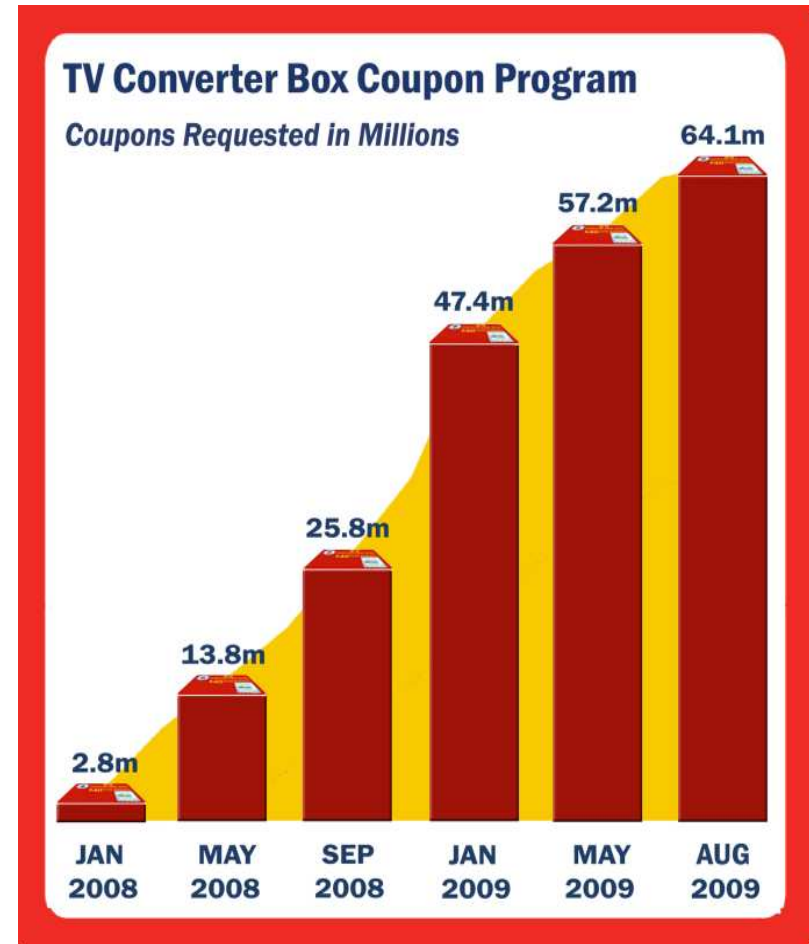
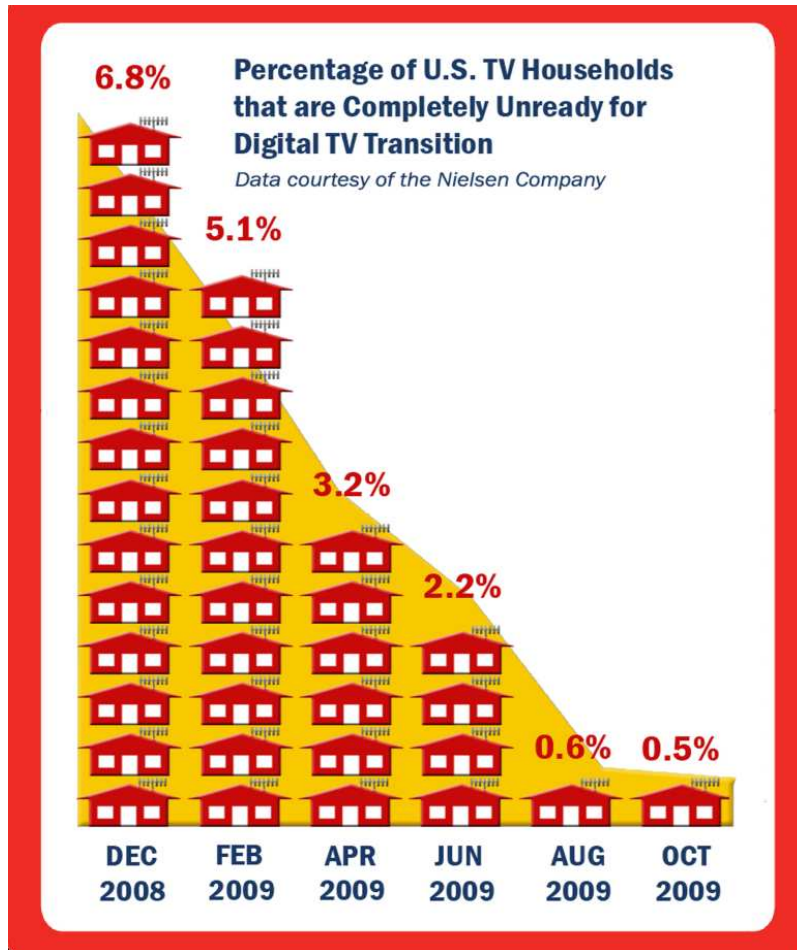
The Honorable Meredith Attwell Baker
Federal Communications Commissioner
European University Institute
Florence School of Regulation
16 April 2010
Florence

DTV Transition: A Short History



- **Telecommunications Act of 1996:** Allowed the FCC to issue licenses for "advanced television service" (digital TV)
- **Balanced Budget Act of 1997:** Set deadline for ceasing analog TV broadcasting as December 31, 2006, with some exceptions
- **Deficit Reduction Act of 2005** (*Title III: Digital Television Transition and Public Safety Act*): Set firm deadline of Feb. 17, 2009, for TV stations to end their analog service; established the Coupon Program, with strict guidelines for its implementation; and provided \$1.5 billion for the Coupon Program
- **DTV Delay Act of 2009:** Moved the February 17, 2009 deadline to June 12, 2009; gave consumers four more months to request coupons, to July 31, 2009; extended length of Coupon Program; authorized Program to issue replacement coupons
- **American Recovery and Reinvestment Act of 2009 (Recovery Act):** Provided NTIA with \$650 million for additional coupons, administrative costs (such as first-class postage), and consumer education

What We Had to Do



DTV Transition Timeline



- **February 8, 2006:** President signs bill to create Coupon Program
- **July 20, 2006:** NTIA suggests model Program with Notice of Proposed Rule Making
- **July 31, 2006:** NTIA conducts research with draft Statement of Requirements for contractor
- **September 25, 2006:** Last day of public comments on proposed Program rule
- **January 7, 2007:** NTIA informs prospective contractors with Program Pre-solicitation Notice
- **March 12, 2007:** NTIA issues Final Rule for Program
- **March 14, 2007:** NTIA issues Request for Proposals to provide services needed to implement the Program
- **May 7, 2007:** Deadline for potential contractors to submit proposals
- **August 15, 2007:** Contract awarded for call center, processing, and consumer education
- **January 1, 2008:** NTIA begins accepting requests for coupons through its www.DTV2009.gov Web site, call center, and by fax and mail
- **February 17, 2008:** NTIA begins coupon distribution process
- **February 17, 2009:** Scheduled transition date; extended to
- **June 12, 2009: DTV Transition**

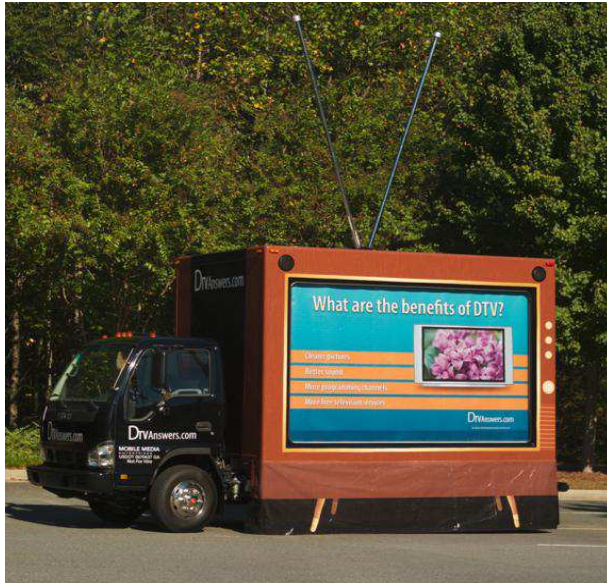
Converter Box Features



- **Required features** included:
 - digital reception,
 - tuning to all TV channels,
 - radio Frequency (RF) sensitivity,
 - interference rejection,
 - program-related material (Program and System Information Protocol or PSIP),
 - closed captioning,
 - parental controls,
 - emergency alert system functions, and
 - energy conservation.
- **Permitted features** included:
 - analog signal pass-through,
 - smart antenna interface,
 - battery-power operation, and
 - advanced program guide.
- **Disqualifying features** included:
 - hard drives,
 - DVD or other playback, and
 - digital interfaces.



Outreach, More Outreach

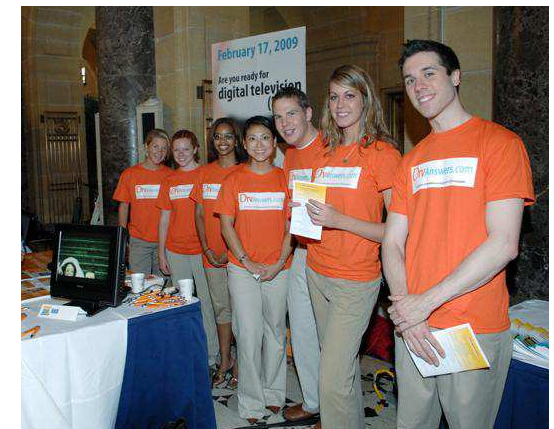


**Quý vị đã để lỡ dịp
bật DTV vào ngày 12
tháng Sáu?**

**TV
CONVERTER BOX
COUPON PROGRAM**

Quý vị vẫn có nhiều lựa chọn. Nếu quý vị đăng ký
chậm nhất là ngày **31 tháng Bảy** hoặc nguồn cung
vẫn còn thì quý vị vẫn có thể nhận **phiếu giảm giá
\$40** giúp tiết kiệm cho hộp chuyển đổi tín hiệu TV.

Hãy gọi **1-888-DTV-2009**
hoặc truy cập vào **www.DTV2009.gov**.



What Next?



- Many ideas for TV Bands
 - Mobile Broadband
 - Mobile TV
 - Wireless Mics
 - White Space Devices
 - Public Safety Mobile Broadband
- How?