



## Revised consumers education rules for ETCs and MVPDs

### FEDERAL COMMUNICATIONS COMMISSION

47 CFR Parts 15, 27, 54, 73, 76, and 90  
[MB Docket No. 09-17; FCC 09-11]

### Implementation of the DTV Delay Act

#### Final rule

Eligible Telecommunications Carriers (ETCs) and Multichannel Video Programming Distributors (MVPDs) should be providing monthly notices to their customers in the form of bill stuffers, text on the bill itself, or in a separate mailing. The FCC finds that because of the DTV transition delay that these consumer education efforts should continue through June 2009 instead of ending in March 2009

New language has been provided as guidance for ETCs and MVPDs:

“The nationwide switch to digital television broadcasting will be complete on June 12, 2009, but your local television stations may switch sooner. After the switch, analog-only television sets that receive TV programming through an antenna will need a converter box to continue to receive over-the-air TV. Watch your local stations to find out when they will turn off their analog signal and switch to digital-only broadcasting. Analog-only TVs should continue to work as before to receive low power, Class A or translator television stations and with cable and satellite TV services, gaming consoles, VCRs, DVD players, and similar products.”

This specific language is not mandatory, but should serve as a guide to what should be included in any notices.

The new rules require that notices also provide contact information that will allow the recipients to seek additional information about the transition. The new rules require that the notices include, at a minimum:

- The FCC Call Center's toll-free number and Internet site (888-CALL-FCC, [www.dtv.gov](http://www.dtv.gov))
- NTIA's toll-free number and Internet site for the coupon program (888-DTV-2009, [www.dtv2009.gov](http://www.dtv2009.gov))
- A suggestion to contact local television stations with questions about the transition taking place in the specific geographical area. Because of rolling transitions each area might be different.

This new information should be provided as soon as practicable, but no later than April 1, 2009.