

110TH CONGRESS  
1ST SESSION

# H. R. 2566

To provide American consumers information about the broadcast television transition from an analog to a digital format.

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IN THE HOUSE OF REPRESENTATIVES

JUNE 5, 2007

Mr. ENGEL introduced the following bill; which was referred to the Committee on Energy and Commerce

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## A BILL

To provide American consumers information about the broadcast television transition from an analog to a digital format.

1       *Be it enacted by the Senate and House of Representa-*  
2       *tives of the United States of America in Congress assembled,*

3       **SECTION 1. SHORT TITLE.**

4       This Act may be cited as the “National Digital Tele-  
5       vision Consumer Education Act”.

6       **SEC. 2. LABELING AND CONSUMER EDUCATION.**

7       Section 330 of the Communications Act of 1934 (47  
8       U.S.C. 330) is amended—

9               (1) by redesignating subsection (d) as sub-  
10       section (e); and

(2) by inserting after subsection (c) the following new subsection:

“(d) LABELING AND CONSUMER EDUCATION.—

“(1) REQUIREMENTS FOR RETAIL DISTRIBUTORS AND OTHER VENDORS.—

“(A) RETAIL DISTRIBUTORS.—Any retail distributor of any television receiving equipment described in section 303(s) that does not include a digital tuner shall—

“(i) effective 90 days after the date of enactment of the National Digital Television Consumer Education Act, place adjacent to each unit of such equipment that such distributor displays for sale or rent a consumer alert as provided by the manufacturer pursuant to paragraph (2), except that such distributor shall not be required to affix such label to the television screen on such equipment, as long as the label is—

“(I) in the close vicinity of, and associated with, the unit on display;  
and

“(II) clearly visible to consumers;  
and

1                   “(ii) effective 90 days after the enact-  
2                   ment of the National Digital Television  
3                   Consumer Education Act, provide informa-  
4                   tion to consumers, on signs and in pam-  
5                   phlet form, in the display area for product  
6                   categories that include any television re-  
7                   ceiving equipment described in section  
8                   303(s) that does not include a digital tuner  
9                   television, sufficient to convey the informa-  
10                  tion carried in the consumer advisory label.  
11                  Such signs and pamphlets shall also in-  
12                  clude information on recycling old tele-  
13                  visions, computer monitors, computer cen-  
14                  tral processing units, fax machines, and  
15                  scanners and other consumer electronics.

16               “(B) OTHER VENDORS.—Effective 90 days  
17               after the date of enactment of the National  
18               Digital Television Consumer Education Act,  
19               any seller via direct mail, catalog, or electronic  
20               means, such as the Internet, of any television  
21               receiving equipment described in section 303(s)  
22               that does not include a digital tuner, shall in-  
23               clude in clear and conspicuous print the con-  
24               sumer alert required by paragraph (2) at the  
25               point of display for the apparatus, or, if there

1 is no display, at the point of sale. Such infor-  
2 mation shall also include information on recy-  
3 cling old televisions and other consumer elec-  
4 tronics.

5 “(2) CONSUMER ALERT.—The consumer alert  
6 required by this paragraph shall display in clear and  
7 conspicuous print, the following consumer alert:

8 “Consumer Alert

9 “This TV has only an analog broadcast  
10 tuner and will require a converter box after  
11 February 17, 2009, to receive over-the-air  
12 broadcasts with an antenna because of the Na-  
13 tion’s transition to digital broadcasting. The TV  
14 should continue to work as before with cable  
15 and satellite TV services, gaming consoles,  
16 VCRs, DVD players, and similar products. For  
17 more information, call the Federal Communica-  
18 tions Commission at 1-888-225-5322 (TTY:  
19 1-888-835-5322) or visit the Commission’s  
20 digital television website at: [www.dtv.gov](http://www.dtv.gov).

21 “Nuncio Consumidor

22 “Esta TV tiene sólo un sintonizador de  
23 emisión análogo y por lo tanto requerirá una  
24 caja de conversión después del 17 de febrero de  
25 2009 para recibir emisiones de TV terrestre con

1 una antena, debido a la transición nacional a la  
2 emisión de TV digital. Esta continuará  
3 funcionando igualmente con TV por cable,  
4 sistema de TV satélite, consolas de juegos,  
5 videograbadoras, reproductores de DVD y  
6 productos similares. Si requiere más  
7 información llame a la Comisión Federal de  
8 Comunicaciones al 1-888-225-5322 (TTY: 1-  
9 888-835-5322) o visite el sitio web de la  
10 Comisión en [www.dtv.gov](http://www.dtv.gov).

11 “(3) OTHER DEVICES.—For devices other than  
12 television sets that are included in section 303(s)  
13 and that contain an analog tuner, but not a digital  
14 tuner, the Commission shall require the clear and  
15 conspicuous placement of a comparable consumer  
16 advisory label on such devices, as well as on the out-  
17 side of the retail packaging of such devices.

18 “(4) ADDITIONAL DISCLOSURES.—

19 “(A) ANNOUNCEMENTS AND NOTICES RE-  
20 QUIRED.—From November 1, 2007, through  
21 March 31, 2009—

22 “(i) each television broadcaster shall  
23 air, at a minimum, 120 seconds per day of  
24 public service announcements between the  
25 hours of 6 a.m. and 11:35 p.m., at variable

1 time slots throughout the week, with at  
2 least half aired between the hours of 5  
3 p.m. and 11:35 p.m.; and

4 “(ii) any multichannel video program  
5 distributor shall include a notice in or with  
6 each periodic bill.

7 “(B) CONTENT OF ANNOUNCEMENTS AND  
8 NOTICES.—The announcements and notices re-  
9 quired by this paragraph shall educate con-  
10 sumers about the deadline for termination of  
11 analog television broadcasting and the equip-  
12 ment options consumers have after such termi-  
13 nation. Announcements aired and notices dis-  
14 tributed after January 1, 2008, shall also edu-  
15 cate consumers about the need for and avail-  
16 ability of the converter box voucher program  
17 and the steps to redeem the voucher.

18 “(5) ADVISORY COMMITTEE.—

19 “(A) ESTABLISHMENT.—The Commission  
20 shall, after consultation with the National Tele-  
21 communications and Information Administra-  
22 tion and the Federal Trade Commission, create  
23 a DTV Transition Federal Advisory Committee  
24 to lead the effort to educate the public about  
25 the digital television transition and to ensure

1           that the public knows the information described  
2           in paragraph (3)(B). Such consumer education  
3           shall commence no later than January 1, 2008.

4           “(B) COMPOSITION.—The committee shall  
5           be composed of representatives from the fol-  
6           lowing groups: commercial broadcasters, non-  
7           commercial broadcasters, cable operators, sat-  
8           ellite providers, retailers and manufacturers of  
9           consumer electronics equipment, electronic recy-  
10          clers, minority groups, Hispanic Americans,  
11          Americans whose primary language is not  
12          English, Americans with disabilities, Americans  
13          living in rural communities, general business,  
14          senior citizens, commercial advertising, and  
15          consumers in general.

16          “(C) ADVISORY COMMITTEE ROLE.—The  
17          committee shall—

18                 “(i) develop a comprehensive edu-  
19                 cation plan for consumers regarding the  
20                 digital television transition which in-  
21                 cludes—

22                         “(I) specific and targeted mes-  
23                         sages to reach various consumer con-  
24                         stituencies (such as low income, mi-

1                   norities, Spanish-speaking, and the el-  
2                   derly);

3                   “(II) best methods to deliver the  
4                   message to affected consumers;

5                   “(III) implementation of the  
6                   plan;

7                   “(IV) website information and  
8                   toll-free numbers; and

9                   “(V) information on recycling old  
10                  televisions and other consumer elec-  
11                  tronics;

12                  “(ii) coordinate with stakeholders to  
13                  ensure that the transition is properly im-  
14                  plemented; and

15                  “(iii) report to Congress every 6  
16                  months on how the transition is pro-  
17                  gressing.

18                  “(D) FIRST MEETING.—The advisory com-  
19                  mittee shall conduct its first meeting within 60  
20                  days after the date of enactment of the Na-  
21                  tional Digital Television Consumer Education  
22                  Act.

23                  “(6) COMMISSION INFORMATION SERVICES.—

24                  “(A) TOLL-FREE LINE AND WEBSITE.—

25                  The Commission’s toll-free number for con-



sumers information and the Commission's Internet website shall provide information concerning the digital television transition, in the English and Spanish languages, not later than January 1, 2008.

“(B) ADVERTISING.—The Commission is authorized and required to use funds available for consumer information activities to obtain advertising in public transportation vehicles and facilities to provide information concerning the digital television transition.”.

**SEC. 3. DIGITAL TELEVISION CONSUMER EDUCATION  
GRANT PROGRAM.**

Part C of the National Telecommunications and Information Administration Organization Act is amended by inserting after section 158 (47 U.S.C. 942) the following new section:

**“SEC. 159. DIGITAL TELEVISION CONSUMER EDUCATION  
GRANT PROGRAM.**

“(a) PROGRAM AUTHORIZED.—The Assistant Secretary of Commerce for Communications and Information is authorized to establish a temporary grant program for the purpose of coordinating and leading a nationwide consumer education and outreach campaign regarding America's conversion to digital television.

1       “(b) SINGLE GRANT.—No later than January 1,  
2 2008, and ending no earlier than March 31, 2009, the  
3 Assistant Secretary shall award a single grant from the  
4 program authorized by this section to one qualified entity.

5       “(c) QUALIFIED ENTITY.—For purposes of this sec-  
6 tion, the term ‘qualified entity’ shall be a corporation, or-  
7 ganized under section 501(c)(3) of the Internal Revenue  
8 Code of 1986, that represents the interests of local non-  
9 commercial television stations at the national level, and  
10 consults with commercial broadcasters, consumer equip-  
11 ment manufacturers, electronics retailers, cable and sat-  
12 ellite operators, consumer groups, older Americans, His-  
13 panic Americans, Americans whose primary language is  
14 not English, Americans with disabilities, and Americans  
15 living in rural communities.

16       “(d) AUTHORIZATION OF APPROPRIATIONS.—There  
17 are authorized to be appropriated to carry out this section  
18 \$20,000,000 for fiscal year 2008. Such sums are author-  
19 ized to remain available subject to subsection (e).

20       “(e) TERMINATION.—Expenditures for the grant pro-  
21 gram under this section shall terminate on March 31,  
22 2009.”.

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