

# NTIA: Digital-to-Analog Converter Box Coupon Program Revised Web Text

Version 1.4

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EPIQ Systems, Inc.  
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Beaverton, OR 97005-4833

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Acknowledgments

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Document Revision History

Version #	Author	Revision Date	Revision Summary
0.01	Cody Bland	9/5/2007	Initial Version
1.1	Ryan Crews Andrew Tunall	10/17/2007	Developed Revised Web Text V1.1 to fit new design. Added new and revised content.
1.2	Ryan Crews	10/17/2007	Revisions and Edits. Added Definitions, Privacy Policy, News Updates. Reorganized the document.
1.3	Ryan Crews Andrew Tunall	10/30/2007	Updated content.
1.4	Cody Bland	10/31/2007	Updated coupon application

## 1. Introduction

### Purpose

This is the textual content for the Consumer Website of the NTIA Digital-to-Analog Converter Box Coupon Program. The purpose of this document is to present the textual content and functionality of the Consumer Website of the NTIA Digital-to-Analog Converter Box Coupon Program in an environment which allows for updates and manipulation, prior to coding.

The purpose of the Consumer Website is to provide information about the program for the Consumer that is in line with other materials available to the Consumer and reinforces the messaging and content put forth by Consumer Education efforts. The website also offers access to some of the materials available to the consumer through other venues.

In developing the content and functionality for the site, our goal is to make the consumer experience quick and easy – easy to use, easy to understand and easy to navigate.

### General Information about the Program

The Digital Television Transition and Public Safety Act of 2005 directed the Federal Communications Commission (FCC) to require full-power television stations to cease analog broadcasting and to broadcast digital transmissions solely after February 17, 2009.

Recognizing that consumers may wish to continue receiving broadcast programming over the air using analog-only televisions not connected to cable or satellite service, the Act authorizes the Department of Commerce's National Telecommunications and Information Administration ([NTIA](#)) to create a [digital-to-analog converter box assistance program](#). The Act directs the NTIA to implement and administer a program through which eligible U.S. households may obtain a maximum of two coupons of \$40 each to be applied towards the purchase of a coupon-eligible converter box.

To implement the Coupon Program, the Act authorizes NTIA to use up to a total of \$1.5 billion in funding, including up to \$160 million for administration and \$1.34 billion for distribution of up to 33.5 million coupons.

Digital broadcasting is more efficient than the current analog technology, because less of the airwaves are needed to provide programming to consumers. The unused spectrum which broadcasters no longer require will be used for two important purposes. First, it will be given to first responders – our nation's firefighters and police – to better communicate with each other during emergencies. Second, this spectrum will be auctioned off to provide innovative wireless broadband services to consumers.

## 2. Language Offerings

The website will be constructed such that it can be viewed in English and Spanish. Other languages are supported via IVR and Consumer Support Representatives.

### 3. Home Page

#### Home Page

Home Page will be menu and navigation only. The following links will be available, from top to bottom:

1. Read about the Coupon Program and Digital Transition
2. What Are My Options?
3. Request a \$40 Coupon
4. Locate a Converter Box Retailer near you
5. Frequently Asked Questions

A uniform navigation bar will exist throughout the entire site. It will include the following links, from left to right:

1. Home
2. About the Program
3. What Are My Options?
4. Request a \$40 Coupon
5. FAQs
6. Important Dates
7. News Updates
8. Eligible Converter Boxes
9. Our Partners & Links
10. Sitemap

## 4. About the Program

### About the Digital Television Conversion

In the 1990s, Congress determined that TV stations must transition from analog television broadcasting to digital television broadcasting. Converting to DTV will free up parts (“bands”) of the scarce and valuable broadcast spectrum. Doing so will allow for these bands to be used for such essential public safety and emergency needs, as police, fire and medical services, in addition to new wireless services, such as wireless broadband. Because public safety and emergency services have become even more important than ever, Congress established a “hard” DTV transition deadline that requires all full-power television stations to cease analog broadcasts after February 17, 2009.

### About the Coupon Program

Most old TVs still receive their signals over-the-air in the old standard known as “analog”. If you use “rabbit ears” or a rooftop antenna, you probably need to get a converter box to receive television after TV switches to the new standard known as “digital”. To make the transition easier, Congress has created a program to distribute coupons to U.S. residents for these converter boxes. Each household in the United States is eligible to receive two (2) coupons worth \$40 toward an eligible converter box. Each coupon can be used once toward the purchase of a single converter box.

If you want to request a coupon, you have several choices:

1. Request a coupon through this website, mail, by fax or via phone towards the purchase of a digital-to-analog converter box. You can apply now by clicking [here](#).
2. Buy a new digital television.
3. Hook up your television to cable, satellite, or another pay television service.
4. Buy a device with a converter and other enhanced features (DVD player with a digital converter etc.)

Have More Questions? Visit our [FAQs](#) for more information!

Not sure if you need a Converter Box? [Click Next](#).

## 5. What Are My Options?

Do you need a digital-to-analog converter box?

If you plan on using “rabbit ears” or a rooftop antenna to get over-the-air signals when watching TV, after February 17<sup>th</sup>, 2009, you will need either a digital capable TV or a digital-to-analog converter box. If you are using a pay television service, such as cable or satellite, then your cable or satellite provider will resolve any technical issues you may have that are related to the transition.

If you’re still unsure, answer these questions and we’ll let you know if you need a converter box.

Q1: Do you receive your primary TV service using “rabbit ears”, a rooftop antenna, or otherwise over-the-air?

Yes: Go to Q2 | No: Go to Answer 1

Q2: Do you have a television with a built-in digital tuner?

Yes: Go to Answer 1 | No: Go to Answer 2 | Unsure: Go to Answer 3

### Answer 1

You do not need a digital-to-analog converter box. If you receive cable, satellite, or another pay TV service, your provider will find a solution for you. If you have a TV with a built-in digital tuner, then you are already ready for the digital conversion! Some people still choose to request a coupon for emergency preparedness reasons, or for another television in their household which receives an over-the-air signal. If you would still like to request a coupon, please click [here](#).

### Answer 2

You need a digital-to-analog converter box. Since you receive your TV over-the-air, and do not have a digital ready television, you will need a converter box to receive television after February 17<sup>th</sup>, 2009. Click [here](#) if you’d like to apply for a coupon.

### Answer 3

You may need a digital-to-analog converter box. Most TVs that are capable of receiving a digital signal have been marketed as having an “integrated” or “built-in” DTV tuner, HDTV tuner, or ATSC tuner. If your TV is not labeled or was not advertised as having “HD Built-In”, “Integrated HDTV”, or “ATSC Digital”, then it is likely not capable of receiving a digital signal. Please contact the manufacturer if you have questions regarding your TV.

If you think you need a converter box, click [here](#) to apply for a coupon.

## 6. Request a \$40 Coupon

[1.1 Online Coupon Application Form Page]

To apply for the coupon, please supply the following information.

\*Items marked with an asterisk are required.

### 1. Your Name and Address.

Name     
 First Name\* M.I. Last Name\*

Home Address    
 Address\* Apt. #

City\* State\* Zip\*

**Mailing Address (if different than above):**    
 Mailing Address\* Apt. #

If the US Post Office does not deliver mail to your Home Address, provide as much information as you can above regarding your Home Address and provide your Mailing Address here.

City\* State\* Zip\*

### 2. TV Service

Check the statement below that best describes your household\*:

- All or some of the TVs in my house subscribe to one or more pay services, such as cable or satellite.
- None of the TVs in my house subscribe to one or more pay services, such as cable or satellite.

### 3. Coupons Requested

How many coupons do you want?

### 4. Signature

By checking this box, you declare that the above is true and correct.\*



[1.2 Online Coupon Application Approved Page]

Thank you for applying for a Coupon online. Please note your reference number is [Reference Number].

**IMPORTANT:** We anticipate that you will receive your Coupon(s) in approximately 14 – 21 days. *The Coupon will expire within 90 days from the date it is issued.*

Please print this page for your records; your application is reprinted below.

If you have any questions, you may call the Toll-Free Consumer Support Hotline at 1-888-DTV-2009 or write to us at:

Consumer Support – Digital TV Transition Coupon Program  
PO Box 2000  
Portland, OR 97808-2000

*Name:* [CONSUMER NAME]  
*Address:* [CONSUMER ADDRESS]  
*Number of Coupons Requested:* [# OF COUPONS]  
*Statement Selection:* [STATEMENT SELECTED – 1. or 2.]  
*Date Submitted:* [DATE SUBMITTED]

[1.3 Application Fields Incorrect/Missing Page]

Not all of the required information was entered. Please correct the fields in red and hit 'Submit' again.

[All boxes improperly filled out or empty will show up in red. Requires valid address and other boxes filled out correctly]

[1.4 Online Coupon Application Denial Page – Coupon Limit Reached]

Based on the information you supplied, you have already received two Coupons.

If you feel this determination has been reached in error, please click [here](#). [Links to appeal form]

[1.5 Online Coupon Application Denial Page – No Matching Address Found]

No address matches could be found for the address you supplied. If you feel this determination has been reached in error, please click [here](#). [Links to appeal form]

[1.6 Multiple Addresses Found Page]

Please choose your address below: [Provide a list of similar address matches]

- [Similar Address Match #1]
- [Similar Address Match #2]
- None of these Addresses are correct [User is directed to page 1.5]

**SUBMIT**

[Coupon Denial Appeal Page]

In the box below, please type why you feel that your Coupon Application should be honored. Please also supply an email address where we can email you with our final determination.

Email Address

**SUBMIT**

[Coupon Denial Appeal – Received Page]

Thank you for supplying additional information. You will receive an email confirming receipt of your appeal within 24 hours. An additional email will be sent with our review of the information you supplied within 3 – 5 business days.

If you use a spam blocker or other spam management solution, please add [Appeals@DTV2009.org](mailto:Appeals@DTV2009.org) to your safe senders list so that our emails to you are not blocked.

[Coupon Denial Appeal – Missing Email Address Page]

Please also supply an email address where we can email you with our final determination.

[Email box will show up in red. Requires valid address filled out correctly]

## 7. FAQ's & Definitions

### Frequently Asked Questions & Their Answers

I want information about:

- **Common Frequently Asked Questions (FAQs)**

1. **What is the Coupon Program all about?**

On February 17<sup>th</sup>, 2009, all United States TV stations will begin broadcasting solely in digital format. For as long as TV has existed, these stations have broadcast in a format known as "analog". Your old television can't, without the proper converter, figure out digital signals. So, in order to ease the transition and impact on those who use over-the-air television, Congress created the DTV Coupon Program. Starting January 1, 2008 coupons will be available to all U.S. residents upon request. Each coupon is valued at \$40 toward a single eligible set-top converter box.

2. **How do I request a coupon?**

You can request a coupon in one of four ways:

1. You can use this website
2. Call our 24 hour hotline and follow the instructions
3. Download an application and send it by mail, or
4. Download an application and submit by fax

Specific instructions can be found on the navigation bar, including how to download an application, directions on how to fill the application out, and contact information that includes the mailing address, phone, and fax numbers. Please complete ALL the requested information on the form.

3. **How do I check the status of my request?**

Please give your coupon 10-14 days to arrive before checking on the status of your coupon request. We have a high volume of requests daily, and therefore it may take several days to process your application and ship your coupon. If you feel it has been a significant time period since your application was sent, and you haven't received your coupon, we are available 24 hours a day, 7 days a week via phone at 1-888-DTV-2009.

- **The Digital-to-Analog Television Converter Box Program**

1. **What is the Coupon Program all about?**

On February 17<sup>th</sup>, 2009, all United States TV stations will begin broadcasting solely in digital format. For as long as TV has existed, these stations have broadcast in a format known as "analog". Your old television can't, without the proper converter, figure out digital signals. So, in order to ease the transition and impact on those who use over-the-air television, Congress created the DTV Coupon Program. Starting January 1, 2008 coupons will be available to

all U.S. residents upon request. Each coupon is valued at \$40 toward a single eligible set-top converter box.

2. **Why is television switching over to the new “digital” signal?**

In the 1990s, Congress determined that TV stations must transition from analog television broadcasting to digital television broadcasting. Converting to DTV will free up parts (“bands”) of the scarce and valuable broadcast spectrum. Doing so will allow for these bands to be used for such essential public safety and emergency needs, as police, fire and medical services, in addition to new wireless services, such as wireless broadband. Because public safety and emergency services have become even more important than ever, Congress established a “hard” DTV transition deadline that requires all full-power television stations to cease analog broadcasts after February 17, 2009.

3. **Do I need a converter box to watch television?**

If you plan on using “rabbit ears” or a rooftop antenna to get over-the-air signals when watching TV, after February 17<sup>th</sup>, 2009, you will need either a digital capable TV or a digital-to-analog converter box. If you are using a pay television service, such as cable or satellite, then your cable or satellite provider will resolve any technical issues you may have that are related to the transition.

4. **Is my TV “digital capable”?**

Most TVs that are capable of receiving a digital signal have been marketed as having an “integrated” or “built-in” DTV tuner, HDTV tuner, or ATSC tuner. If your TV is not labeled or was not advertised as having “HD Built-In”, “Integrated HDTV”, or “ATSC Digital”, then it is likely not capable of receiving a digital signal. Please contact the manufacturer if you have questions regarding your TV.

5. **Who is eligible to receive these discount coupons?**

All United States households are eligible to receive up to two (2) coupons that can be used toward the purchase of eligible converter boxes.

6. **Can you further define “households” of The United States?**

A household is defined as separate living quarters with a separate U.S. Postal address. This definition includes all households located in U.S. Territories, but does not include Post Office Boxes.

7. **What is meant by an “eligible” converter box?**

Converter box models must meet technical and quality standards determined by the National Telecommunications and Information Administration (NTIA) in order to qualify for the coupon program. [Click here](#) to view a list of eligible models.

8. **Who runs this website?**

This website is administered by EPIQ Systems, Inc. under the supervision of the Department of Commerce and National Telecommunications and Information Administration (NTIA).

**9. What is the NTIA?**

The National Telecommunications and Information Administration (NTIA) is the agency in charge of administering the DTV Coupon Program. More information on the NTIA can be found at [www.ntia.doc.gov](http://www.ntia.doc.gov).

**10. Who do I contact to comment on the DTV Coupon Program?**

To comment on the coupon program, you may contact us in writing at the following address:

DTV 2009 Coupon Program Comments  
PO BOX 2000  
Portland, OR 97808-2000

**11. Will I receive junk mail if I give you my address?**

Your information will not be used for any purpose other than verifying you are a household within the United States, eligible for the converter program, and sending you the coupon for an eligible converter.

- **Coupon Requests**

**1. How do I request a coupon?**

You can request a coupon in one of four ways:

1. You can use this website. Click [Here](#)
2. Call our 24 hour hotline and follow the instructions
3. [Download an application](#) and send it by mail, or
4. [Download an application](#) and submit by fax

Specific instructions can be found on the navigation bar, including how to download an application, directions on how to fill the application out, and contact information that includes the mailing address, phone, and fax numbers. Please complete ALL the requested information on the form.

**2. I put a PO Box as my permanent address. What should I do?**

We do not accept PO Boxes as valid addresses. Please call one of our Customer Service Representatives at 1-888-DTV-2009. While we are able to mail coupons to PO Boxes, we are required by law to verify you have a valid resident address before sending a coupon.

**3. My coupon was lost or stolen, what do I do?**

If your coupon was stolen, please call our 24 hour, 7 day a week hotline at: 1-888-DTV-2009. If you have your Reference Number available, that will greatly speed our ability to resolve the issue. Otherwise, please be ready to supply

your name and address to one of our Customer Service Representatives. Depending on your eligibility, we will be able to cancel the previous coupon and have a new one sent to you as soon as possible. Should you find your old coupon, it will no longer be valid. If, however, your original coupon was already used, we are unfortunately unable to provide a replacement.

4. **How long does it take to get a coupon?**

It usually takes 10-14 days from your phone call, web request, or receipt of your mailed in application for your coupon to arrive.

5. **Why do I only get two coupons?**

Congress allocated a limit to the amount of funds available for the program. Due to this, there is a restriction on the number of coupons available to each household.

6. **It's been two weeks since I requested a coupon. Where is it?**

We anticipate it takes 10-14 days for a coupon to reach you. If it has been longer than 21 days, please call us at 1-888-DTV-2009 to check on the status of your coupon. Our Customer Service Representatives will be happy to assist you 24 hours a day, 7 days a week.

- **Using My Coupon**

1. **Where can I use my coupon?**

Your coupon can be redeemed at any certified electronics retailer carrying eligible converters. Most major retail chains and many small electronics retailers are carrying the converters.

2. **Why doesn't my coupon work?**

Your coupon may not work for numerous reasons. Most likely it has already been used, or was deactivated. If you would like to check the status of your coupon, please call 1-888-DTV-2009.

3. **Can I use both coupons toward one converter box?**

No. Only one coupon can be used per converter box.

4. **Can coupons be used by other members of a household?**

Yes. Coupons can be redeemed by anyone in your household. However, only two (2) coupons can be issued per household regardless of the number of occupants.

5. **Can I use this coupon for any other products?**

No. The coupon is good only toward approved digital-to-analog television converters and cannot be redeemed for any other products.

6. **Do the coupons have cash value?**

No. The coupon has no cash value.

7. **Are coupons good toward other products which have DTV tuners?**

No. Coupons are good only for eligible converters that are approved by the NTIA; these converters have basic and some advanced functions.

8. I am physically or financially unable to purchase and/or install the converter box. Is there anyone in my community helping people like me?

Unfortunately we are unable to provide information concerning civic groups that may be assisting community members in your situation, but are happy to assist you in any way we can in requesting a converter box coupon.

9. Can I buy a converter box from you?

No. We are the contracted distributor for these coupons and do not offer converter boxes for sale.

10. I can't find a retailer in my area that carries these converters. Am I able to purchase one online?

Information on certified retailers which are selling converter boxes online can be found [here](#).

11. Can a retailer refuse to accept the coupons?

Only retailers certified by the NTIA will accept the coupons. Retailers that choose to not participate in the coupon program are not certified by the NTIA, and therefore will not accept the coupons. [Click here](#) for a list of certified retailers in your area.

12. Will DTV converter boxes be cheaper later in the year?

Eligible converter box prices are dependent upon individual retailers. We are the contracted distributor for the coupon program, and therefore have no specific information on current or future converter box prices, including the many factors which influence their price.

- My Request or Coupon Status

1. How do I check the status of my request?

Please give your coupon 10-14 days to arrive before checking on the status of your coupon request. We have a high volume of requests daily, and therefore it may take several days to process your application and ship your coupon. If you feel it has been a significant time period since your application was sent, and you haven't received your coupon, you can check the status of your request by clicking [here](#).

2. Is my coupon still active?

Coupons expire after 90 days. Each coupon has an expiration date printed on it.

3. Should I mail in another request?

No. After receiving your application, we will process your application and mail your coupon shortly thereafter. Please allow 10-14 days for your coupon to arrive after we receive your application.

#### 4. How long should I wait before checking the status of my request?

It usually takes 10-14 days for you to receive your coupon after we have processed your application. Please allow 21 days before checking the status of your request [here](#).

- **Digital Television**

##### 1. What is digital television?

Digital television offers many advantages over analog television for viewing broadcast signals. DTV is more versatile and efficient than analog television and allows stations to broadcast more programming using less of the broadcasting spectrum. In the same bandwidth that a broadcaster currently provides only one analog channel, the same broadcaster may provide a super sharp “high definition” (HD) program or multiple “standard definition” DTV programs simultaneously. Providing several program streams in one broadcast signal is called “multicasting.” A broadcaster also can use its DTV signal to provide video and data services that are not possible with analog technology.

##### 2. Why now?

In the 1990s, Congress determined that TV stations must transition from analog television broadcasting to digital television broadcasting. Converting to DTV will free up parts (“bands”) of the scarce and valuable broadcast spectrum. Doing so will allow for these bands to be used for such essential public safety and emergency needs, as police, fire and medical services, in addition to new wireless services, such as wireless broadband. Because public safety and emergency services have become even more important than ever, Congress established a “hard” DTV transition deadline that requires all full-power television stations to cease analog broadcasts after February 17, 2009.

##### 3. Will I receive more channels using a digital-to-analog tuner?

You will most likely receive the same number of channels that you currently receive, only in digital. To view a list of stations currently broadcasting in digital visit <http://www.nab.org/AM/ASPCode/DTVStations/DTVStations.asp>. For a region specific breakdown of available channels, you may visit <http://www.antennaweb.org>.

##### 4. Will all channels be broadcasting in digital?

All full power television stations must cease broadcasting in analog starting February 17<sup>th</sup>, 2009 as per federal law and begin broadcasting in digital.

##### 5. I have cable or satellite. Do I need one of these converters?

If you are a cable customer, you may need a set-top box to receive DTV signals and convert them into the format of your current analog television, even after the DTV transition is complete. If you are a satellite customer you may need a different set-top box in order to receive high definition (HDTV)



programming. Check with your cable or satellite provider to determine if and when you will need a set-top box.

- **Converter Boxes**

1. **What will a converter cost me?**

The price of a converter box is currently unknown. After the coupon discount, you will be responsible to pay the remaining balance. Our best estimate is that the remaining balance will be \$10-\$30.

2. **What is the difference between brands and/or manufacturers of converter boxes?**

The best way to get information on individual converter boxes is to visit the certified retailers' websites, or ask a customer service specialist at the certified retailer nearest you.

3. **Do converter boxes provide enhanced functions?**

All eligible converter boxes approved by the NTIA must adhere to a strict set of guidelines, and may have certain enhanced functions such as remote controls, automatic power down, and on screen menus. These functions vary depending on the brand and not all eligible converter boxes may have them.

4. **Will using the converter box raise my power bill?**

We do not know if eligible converter boxes will increase your power bill. Some converter boxes may be EPA certified ENERGY STAR compliant, and will use less energy than non ENERGY STAR compliant converter boxes.

- **Technical Support**

1. **I tried to request a coupon online, but can't. Why not?**

The most common problem with online requests involves information that has not been entered. Please confirm you have filled in all necessary boxes, have a valid street addresses, have specified the number of coupons, and checked the appropriate box for identifying the television viewing method for your household.

2. **How do I install my converter box?**

Each converter box should have installation instructions from the manufacturer. For specific models, your local certified electronics retailer or the manufacturer's technical support hotline are the best resources.

3. **Who should I call to get technical support for my new converter box?**

If your problem is with the converter box not functioning correctly, the best resource is the manufacturer's technical support hotline. We can only offer support directly related to the coupon program.

4. **I am being told that I have already received my two coupons on online application, but I haven't! What should I do?**

If you believe you have been denied a coupon in error, please fill out the coupon denial appeal available when you are informed your coupon application has been denied. We will inform you when we have determined if your application has been denied in error.

Didn't find what you were looking for? We're available to answer questions or take coupon requests 24 hours a day, 7 days a week at 1-888-DTV-2009.

## Definitions

<u>Terms</u>	<u>Definitions</u>
Analog	A traditional, less-efficient and lower quality system that uses radio frequency (RF) waves to transmit and display pictures and sound.
Analog Spectrum	The range of frequencies currently used for analog radio and television transmission.
ATSC Tuner	Often called an ATSC receiver or HDTV tuner, allows reception of digital television (DTV) signals broadcast over-the-air by TV stations. May be integrated into a television, VCR, digital video recorder, or set-top box.
Broadcast Spectrum	The entire range of frequencies used for radio and television transmission.
Broadcasting	Using radio waves to distribute radio or TV programs which are available for reception by the general public.
Department of Commerce (DOC)	Department whose responsibility is to "foster, serve, and promote the Nation's economic development and technological advancement".
Digital	Describes a new, more efficient method of storing, processing and transmitting information through the use of computer code.
Digital Television (DTV)	The umbrella term used for the new broadcasting system that uses computer code to transmit pictures and sounds. DTV includes all types of digital broadcasting, including High and Standard Definition television, datacasting and multicasting.
Digital-to-Analog Converter Box	A stand-alone device that receives and converts digital signals into a format for display on an analog television receiver.
High-Definition Television (HDTV)	One type of digital television signal that is broadcast at a higher resolution than the others, providing a higher-quality picture.
Household	All of the people who occupy a housing unit. A housing unit is a house, an apartment, a mobile home, a group of rooms, or a single room occupied as separate living quarters. Separate living quarters are those in which the occupants live separately from any other people in the building and that have direct access from the outside of the building or through a common hall.
Multicasting	The ability to transmit multiple standard-definition programs at the same time using a single digital broadcast channel.
NTIA	National Telecommunications and Information Administration, the President's principal adviser on telecommunications and information policy issues.
NTSC Tuner	A device built-in to a TV that allows reception of analog broadcasting.
Over-the-air	Refers to the transmission and reception of information in a wireless communication system.
Rabbit ears	A V-shaped set-top antenna that is adjustable in length and angle.
Resolution	Amount of detail that can be seen in a broadcast image.
Rooftop antenna	An antenna mounted on the roof of a structure.
Set-top box	A stand-alone device that connects to a television and an external source of signal, turning the signal into content which is then displayed on the television screen.
Standard Definition TV (SDTV)	The basic digital television format closest in quality to traditional analog TV.

## 8. Important Dates

January 1, 2008

Coupon Applications Available

Coupon Program Website and Consumer Hotline Go Live!

Spring 2008

Certified Converter Boxes available at Retailers

Coupons First Mailed to Consumers

February 17, 2009

Television Ceases to Broadcast in Analog Spectrum

March 31, 2009

Last Day to Request a Coupon

## 9. News Updates

[Content is to be determined]

## 10. Eligible Converter Boxes

### Eligible Converter Boxes

**FINAL CONTENT TO BE PROVIDED. FOR DEMONSTRATION PURPOSES ONLY.**

Below is a list of eligible digital-to-analog converter boxes by brand name. All eligible converter boxes are certified by the NTIA to meet Federal Coupon Program guidelines.

- Digital Streams
- LG
- Magnavox
- RCA
- Zenith

Download a PDF version of the list of Eligible Converter Boxes [here](#). This list is updated regularly but may not be a 100% comprehensive list of all converter boxes that meet NTIA guidelines and are eligible for the program.

Federal guidelines for converter boxes are available [here](#).

## 11. Our Partners & Links

[www.dtvanswers.com](http://www.dtvanswers.com) – DTV Answers offers more information about television's switch to digital, including resources to help choose an antenna, converter box details, videos, and more.

[www.ceretailers.org](http://www.ceretailers.org) – Visit the Consumer Electronics Retailers Coalition and download a special "Consumer Guide" on the DTV Transition.

[www.dtv.gov](http://www.dtv.gov) – DTV related consumer resources, outreach tools, publications, news, and more can be found here.

[www.dtvtransition.org](http://www.dtvtransition.org) – Take an online quiz to find out if you are ready for the DTV Transition or access an extensive list of online DTV resources.

[www.ceaconnectionsguide.com](http://www.ceaconnectionsguide.com) – The Consumer Electronics Association has published this interactive guide to help you correctly connect all of your electronic devices together.

[www.getreadyfordigitaltv.com](http://www.getreadyfordigitaltv.com) – Useful information and television spots brought to you by the National Cable & Telecommunications Association.

[www.ncta.com](http://www.ncta.com) – The National Cable & Telecommunications Association website.

## 12. Sitemap

[Each line below should be a direct link to the page]

[Home](#)

[DTV Transition and the Coupon Program](#)

[What are my options?](#)

[Request a \\$40 coupon](#)

[Locate a Converter Box Retailer near you](#)

[Frequently Asked Questions \(FAQs\)](#)

[Standard Terms & Definitions](#)

[Check Your Application Status](#)

[Important Dates to Remember](#)

[Program Updates/Latest News](#)

[Eligible Converter Boxes](#)

[Our Partners & Links](#)

[Contact Us](#)

[Privacy Policy & Accessibility](#)



### 13. Locate a Converter Box Retailer near you

<input type="text"/>	<input type="text"/>	
Address*	Apt. #	
<input type="text"/>	<input type="text"/>	<input type="text"/>
City*	State*	Zip*
<input type="text"/> Miles	<input type="button" value="Search"/>	
Search Distance		

## 14. Status Check

[Status Check Page]

To check your application status, we'll need a few pieces of information. The easiest way to search is by your reference number. If you have that, please enter it below and click 'Search'.

If you do not have your reference number, please enter your residential address below:

Street Address

City

State

ZIP

[Coupon or Application Status Found Page]

We were able to find your coupon status. Your:

### Status List for Applications (TBD):

1. application is being processed. **[anything prior to being approved]**
2. application has been approved. You should be receiving your coupons within 14-21 days.
3. application is being reviewed.
4. application is deficient. Please call our consumer hotline at 1-888-DTV-2009 to fix this issue.
5. application has been denied. If you feel this is in error, please call our consumer hotline at 1-888-DTV-2009.

### Status List for Coupons:

1. coupon has been mailed.
2. coupon has been activated.
3. coupon is ready to use.
4. coupon has been used.
5. coupon has been deactivated.

[Coupon or Application Status Not Found Page]

We apologize, but we were unable to find your coupon status. Please be sure you have correctly entered your Reference Number, or your street address, city, state, and zip code correctly. If you still cannot locate the status of your coupon request, please call us at 1-888-DTV-2009.

## 15. Contact Us

If you are a consumer and looking to obtain additional information about this Program or the transition to digital television, you may contact us by calling toll-free at 1-888-DTV 2009 or by writing to us at:

Consumer Support – Digital TV Transition Coupon Program  
PO Box 2000  
Portland, OR 97208-2000

Please include your name, mailing address and the nature of your request or question when writing to us.

## 16. Privacy Policy & Accessibility

The NTIA is strongly committed to maintaining the privacy of your personal information and the security of NTIA computer systems. With respect to the collection, use and disclosure of personal information, the NTIA makes every effort to ensure compliance with applicable Federal law, including, but not limited to, The Privacy Act of 1974, The Paperwork Reduction Act of 1995, and The Freedom of Information Act. The information we are collection from you will be used solely for the purposes of processing your coupon request.

### Browser Support

This site was designed to support the following web browsers.

Internet Explorer 7

Internet Explorer 6

Mozilla Firefox 2.0 (Windows and Mac OS X)

Mozilla Firefox 1.5 (Windows and Mac OS X)

Safari 2 (Mac OS X)

### Skip Link

Each page of the site features a “Skip to Main Content” link to allow users who navigate the page with a keyboard to skip the menu links and directly access the main page content. The skip link is visually hidden by default but a user can access it by pressing the Tab key. (NOTE: Safari users must enable the “Highlight links as you press the Tab key” setting in order for this feature to work properly.)

When a user reaches the skip link, the link will visually appear near the top of the screen in highlighted text.