



UNITED STATES DEPARTMENT OF COMMERCE
Chief Information Officer

Washington, D.C. 20230

NOV 05 2007

Ms. Susan E. Dudley
Administrator
Office of Information and Regulatory Affairs
Office of Management and Budget
Washington, DC 20503

Dear Ms. Dudley:

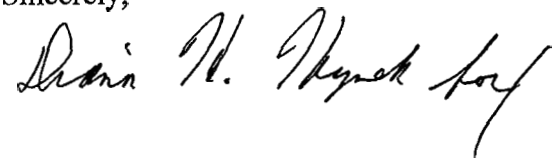
The Department of Commerce's National Telecommunications and Information Administration (NTIA) requests expedited review of the information collection request entitled, "Amendment to Retailer Certification Form." The requested date for the Office of Management and Budget review is November 14, 2007.

The Digital Television Transition and Public Safety Act of 2005 (the Act) requires NTIA to create a program to provide coupons for consumers to purchase digital-to-analog converter boxes. The converter boxes are necessary for consumers who wish to continue receiving broadcast programming over-the-air using analog-only television sets after February 17, 2009, the date that television stations are required by law to cease analog broadcasting. The Act also states that households may obtain coupons in order to purchase the converter boxes between January 1, 2008, and March 31, 2009. On March 15, 2007, NTIA published regulations describing the parameters of the program. These regulations require retailers participating in the program to make certain certifications to NTIA regarding their obligations under the program. Accordingly, NTIA submitted an information collection request to OMB regarding the retailer data required as part of that certification. OMB approved that information collection on April 26, 2007 (OMB Control No. 0660-0020).

Since that information collection request was approved, NTIA determined that additional information from retailers is necessary. For example, NTIA requests retailers to choose technical options for retailer coupon redemption. This data permits retailers to choose the best option available to redeem coupons depending on the retailer's size and selection of information technology system processing. NTIA is also requesting data regarding the type of retailer (multi-store chain, single store location, Online/Internet), store locations, and brand name of converter boxes that the retailer intend to sell. This data will enable NTIA to inform consumers of specific information about the retailers that are participating in the program so that consumers will know where to purchase converter boxes.

Your assistance in this matter is appreciated.

Sincerely,

A handwritten signature in black ink, appearing to read "Suzanne Hilding". The signature is written in a cursive style with a large initial 'S' and a long, sweeping tail.

Suzanne Hilding
Acting
Chief Information Officer