



**UNITED STATES DEPARTMENT OF COMMERCE**  
**National Telecommunications and**  
**Information Administration**  
Washington, D.C. 20230

**APR 11 2008**

The Honorable John D. Dingell  
Chairman  
Committee on Energy and Commerce  
House of Representatives  
Washington, DC 20515

Dear Chairman Dingell:

Thank you for your letter seeking information regarding whether additional funds will be needed for the TV Converter Box Coupon Program (Coupon Program) administered by the National Telecommunications and Information Administration (NTIA). As you know, Section 3005 of the Deficit Reduction Act of 2005 set aside \$1.5 billion for the Coupon Program, a sum which will provide for 33.5 million coupons, each valued at \$40.

The availability of funding in the program is determined by two main factors – demand for coupons, and the redemption of coupons. When a coupon is issued, NTIA sets aside, or obligates, the funding for the value of the issued coupons. However, if a coupon is not redeemed within the statutory 90-day expiration period, the funding associated with that coupon becomes available again.

As of April 10, 2008, NTIA has accepted more than 5.4 million household requests for more than 10.2 million coupons, with an average of approximately 105,000 coupons requested daily. For your information, I have enclosed a chart detailing daily coupon demand since January 1, 2008. Since NTIA did not begin issuing and mailing coupons until mid-February, when converter boxes became available in stores, no coupons have reached their 90-day expiration date yet. Therefore, while approximately 260,000 coupons have been redeemed as of April 10, 2008, this represents too small a sample for NTIA to definitively predict coupon redemption rates. NTIA expects to have initial information on coupon redemption rates in late May, when the first coupons mailed will begin to expire. NTIA will continue to monitor redemption rates carefully as a critical factor in the financial management of the program.

NTIA will provide the Committee with updated information of this nature on a quarterly basis as additional data becomes available. If you have any questions please do not hesitate to contact me directly, or have your staff contact James Wasilewski or Sara Morris of NTIA's Office of Congressional Affairs at (202) 482-1551.

Sincerely,



Meredith Attwell Baker  
Acting Assistant Secretary for Communications  
and Information

Enclosure: Chart: *"TV Converter Box Coupon Program - Daily Coupon Requests Since January 1, 2008"*

cc: The Honorable Joe Barton, Ranking Member  
Committee on Energy and Commerce

# TV Converter Box Coupon Program

## Daily Coupon Demand Since January 1, 2008

