

# **Industry Comments on Digital Television Adapters**

John I. Taylor

Chairman, CEA DTV Committee

Vice President, LG Electronics

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# Background

- Digital Television Adapters (DTAs) are under development; no devices are on the market yet that meet the California's DTA definition
- In November 2005, the 1W/8W limits were deemed infeasible for high-definition TV at a conference in Seoul attended by CEC
- In March 2006, CEA completed the first version of the standby energy consumption standard for cable and satellite boxes; standards work launched for DTAs



# Marketplace Situation

- DTAs are necessary component of the digital TV transition both in California and nationwide
- New federal law requires end of analog TV broadcasting in February 2009 and establishes subsidy program for DTAs (\$40 per box; 2 boxes per affected household)
- The National Telecommunications & Information Administration is required to manage transition and DTA program (up to \$1 billion)
- NTIA has not yet published proposed rules for comment on the definition of a DTA



# CEC vs. Federal

- CEC Definition

“Digital television adapter” means a commercially-available electronic product for which the sole purpose is the conversion of digital video terrestrial broadcast signals to analog NTSC video signals for use by a TV or VCR.

- Federal Law

“digital-to-analog converter box” means stand-alone device that does not contain features or functions except those necessary to enable a consumer to convert any channel broadcast in the digital television service into a format that the consumer can display on television receivers designed to receive and display signals only in the analog television service, but may also include a remote control device.

NOTE: DTAs do NOT include DVD players/recorders, digital video recorders, HDTV outputs, etc.



# Company Perspective

- LG Electronics has signed contract to develop prototype DTAs for MSTV and NAB (separate contract between broadcasters and Thomson)
- Expected to establish performance benchmarks for the industry – reference design for others
- Development efforts are well underway now
- Committed to energy-efficient devices. Meeting CA regulations not impossible; however, must recognize that saving energy can increase costs and reduce features
- The balance between functional product and energy savings is delicate and not known yet (100 LG engineers working on this)



# Premature Rules

- Need to strike a balance between low energy usage and necessary features and performance
- California regulations do not take into account design constraints such as:
  - Required V-chip and close captioning
  - On-screen displays
  - Front panel information
  - Program and System Information Protocol (PSIP) processing for EPG and channel selection
  - Return to last viewed channel when turned on
  - Broadcast TV RF performance – indoor reception

# Our Request

- Please note the importance of DTAs to the federally mandated digital TV transition and to California viewers
- In light of major product-design issues and premature regulations, we respectfully request removing the DTA requirement
- Looking forward to working with the Commission in driving for energy-efficient DTAs; please join us by working with CEA on revision of CEA-2013 to cover standby power in DTAs



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