

FOR RELEASE

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**MORE THAN HALF OF U.S. HOUSEHOLDS OWN A DIGITAL
TELEVISION**

*Milestone of 50% DTV Penetration Arrives as the 2008 International CES Showcases DTV
Innovations*

Arlington, Va., December 28, 2007 – More than 50 percent of U.S. households now own a digital television (DTV), according to new research released today by the Consumer Electronics Association (CEA[®]). As the nation transitions to digital television, consumers are adding DTV to their homes at a record pace.

“I am proud to announce our nation has hit this digital milestone. With 50 percent of U.S. homes able to experience the reality of digital television, we have crossed a critical threshold,” said Gary Shapiro, president and CEO of CEA. “2008 will continue to demonstrate the growth and success of DTV, with nearly 32 million units forecasted to ship. Consumers are particularly keen to add HDTV to their homes, with high definition expected to account for 79 percent of total DTV shipments in the U.S in 2008.”

According to new CEA sales projections, manufacturers will post 11 percent revenue growth, to over \$25 billion, from sales of digital televisions in 2007. CEA also forecasts 13 percent revenue and 17 percent unit sales growth for digital television in 2008.

This strong sales growth of DTV is reflected on the show floor and in conference sessions at the 2008 International CES[®], the world’s largest consumer technology tradeshow, running January 7 - 10 in Las Vegas, Nevada. DTV and related products are prevalent throughout the record-setting 1.8 million net square feet of show floor space. Exhibitors are showcasing the world’s largest flat panel displays, next generation DTV products, technologies to enable consumers to view HDTV on the go and a host of other new products and technologies. In addition to the 2,700 exhibits on the show floor, DTV will be a hot topic at multiple events and conference sessions.

On Saturday, January 5 at 2:00 p.m. in The Venetian, Bellini 2105, **Steve Koenig**, CEA Industry Analyst and **Shawn DuBravac**, CEA Economist will present a complete analysis of the state of the industry. This presentation featuring CEA’s latest market research will include key trends and forecasts for various DTV and high definition product categories.

The Conversion to Digital TV: Government Coupon Program and Retailer Participation session, Monday, January 7 at 12:00 p.m. in the LVCC North Hall, Room N254, will focus on the details around the U.S. government’s \$40 converter box coupon program. **Kyle Rogg**, senior vice president, business development, CLC Services will present the requirements and the

process for retailer participation in the program and ensure retailers understand their important role in this transition.

The **Goodbye Analog, Hello DTV conference session**, Monday, January 7 at 1:30 p.m. in the LVCC North Hall, Room N262, will bring together top leaders in the industry who will discuss the educational efforts underway to ensure consumers receive the necessary information to successfully transition to digital television. Moderated by **Jason Oxman**, Consumer Electronics Association, panelists include **Acting Assistant Secretary for Communications and Information at NTIA Meredith Baker; Debra Berlyn, AARP; Jonathan Collegio, National Association of Broadcasters; Catherine Seidel, FCC; Rob Stoddard, National Cable and Telecommunication Association; and Tony Wilhelm, NTIA.**

In a one-on-one conversation on Tuesday, January 8, at 10:30 a.m. in the LVCC North Hall, Room 255-257, **FCC Chairman Kevin Martin** and **CEA's Gary Shapiro** will discuss their thoughts on the digital television transition, cable compatibility, spectrum allocation and other issues critical to the consumer electronics industry.

For more information about the 2008 International CES, please visit www.CESweb.org.

About CEA:

The Consumer Electronics Association (CEA) is the preeminent trade association promoting growth in the \$148 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES – Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org.

UPCOMING EVENTS

- **CES Unveiled: The Official Press Event of the International CES**
January 5, 2008, Las Vegas, NV
- **2008 International CES**
January 7-10, 2008, Las Vegas, NV
- **Digital Music Forum East**
February 26-27, 2008, New York, NY
- **EHX Spring 2008**
March 11-15, 2008, Orlando, FL
- **2008 PARA Conference**
March 12-14, 2008, Orlando, FL
- **Digital Patriots Dinner**
April 2, 2008, Washington, DC
- **CEA Washington Forum**
April 2-4, 2008, Washington, DC
- **International CES/Hometech**
May 25-27, 2008, Dubai, UAE
- **Connections™: The Digital Living Conference and Showcase**
June 24-26, 2008, Santa Clara, CA
- **SINOCES 2008**
July 10-13, 2008, Qingdao, China
- **CEA Industry Forum**
October 19-22, 2008, Las Vegas, NV
- **Digital Hollywood**
October 27-30, 2008, Hollywood, CA
- **EHX Fall 2008**
November 4-7, 2008, Long Beach, CA

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