



## Digital Tech Consulting's (DTC) ATSC Digital-to-Analog Converter Box Research

### A Guide to the Market for Devices at the Center of the U.S. Analog TV Shut Off

DTC's converter box research provides vital data essential for understanding and measuring this unique product category. The service is made up of four reports that provide sales estimates and market share estimates for U.S. DtA boxes from the 1st quarter of 2008 through the 1st quarter of 2009.

Each report includes the following:

- Estimated total U.S. Digital-to-Analog converter box shipments to the distribution channel for specified quarter(s)
- Estimated total shipments to the distribution channel for top brands/suppliers
- Estimated total shipments to the distribution channel for most brands by manufacturer
- Analysis notes highlighting converter-box sales trends
- Spreadsheet that includes cumulative estimates

### Report Delivery

Report 1: 1st and 2nd quarters 2008: Available Now

Report 2: 3rd quarter 2008: Available Now

Report 3: 4th quarter 2008: Available in late January, 2009

Report 4: 1st quarter 2008: Available in April, 2009

### Pricing

Please contact Myra Moore at 214-915-0930 or [myra@dtcreports.com](mailto:myra@dtcreports.com) for pricing information.