



NEWS

Federal Communications Commission
445 12th Street, S.W.
Washington, D. C. 20554

News media Information 202 / 418-0500
TTY 202 / 418-2555
Fax-On-Demand 202 / 418-2830
Internet: <http://www.fcc.gov>
<ftp.fcc.gov>

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NEWS MEDIA CONTACT:
J. Israel Balderas at (202) 513-4531
E-mail: israel.balderas@fcc.gov

FCC VIDEO ON WIRELESS LOCAL NUMBER PORTABILITY REACHES OUT TO HISPANIC COMMUNITY

Washington, DC – The Federal Communications Commission today announced that it has released a Spanish language informational video on its website to inform Spanish-speaking consumers about the benefits and process of wireless local number portability – or LNP. “The Commission wants all wireless consumers to enjoy the benefits and flexibility of local number portability. It is important that wireless customers be informed of their options,” said John Muleta, Chief of the FCC’s Wireless Telecommunications Bureau, “and language should not be a barrier to consumer choice.” The new video mirrors an earlier English language video on the FCC’s website. The videos provide information on what local number portability means, and how to switch wireless carriers with minimal problems.

The FCC’s rules requiring wireless local number portability became effective in the largest 100 markets in the country on November 24, 2003, and in the rest of the country on May 24, 2004. In the first eight months of wireless LNP, 5.4 million consumers moved their wireless number to another wireless carrier. Over a half million people “cut the cord” and moved a landline number to a wireless carrier.

Also today, the FCC adopted its *Ninth Annual Report* on the state of competition in the commercial wireless marketplace. The Commission concluded that competitive conditions in the wireless industry provide significant benefits and buying power to wireless customers. Some studies estimate that over 70 percent of the U.S. Hispanic population owns a mobile telephone.

“Consumer choice is enhanced by local number portability and should give all consumers the ability to shop for the best service.” said FCC Chairman Michael K. Powell. “This sort of outreach to the Hispanic community is one of the more important things we can do to ensure that all consumers enjoy the full benefits of this vibrant wireless marketplace.”

Both the Spanish and the English language videos are available at <http://wireless.fcc.gov/wlnp/> and are closed captioned.

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