The Path to a Successful Incentive Auction

Guiding Objectives

- Develop fact-based policy recommendations in an open and transparent manner
- Encourage stakeholder involvement and carefully consider their input
- Ramp up outreach and education to broadcasters to make sure they understand the once-in-a-lifetime financial opportunity to exit business, channel-share or move from UHF to VHF
- Create a “user-friendly” - and exhaustively tested – auction system

Previous Significant Public Engagement
NPRM through January 30, 2014

- NPRM
  - Initial Public Comments — Dec. 12, 2012
  - Public Reply Comments — Feb. 19, 2013
  - Ex Parte Meetings — On-going

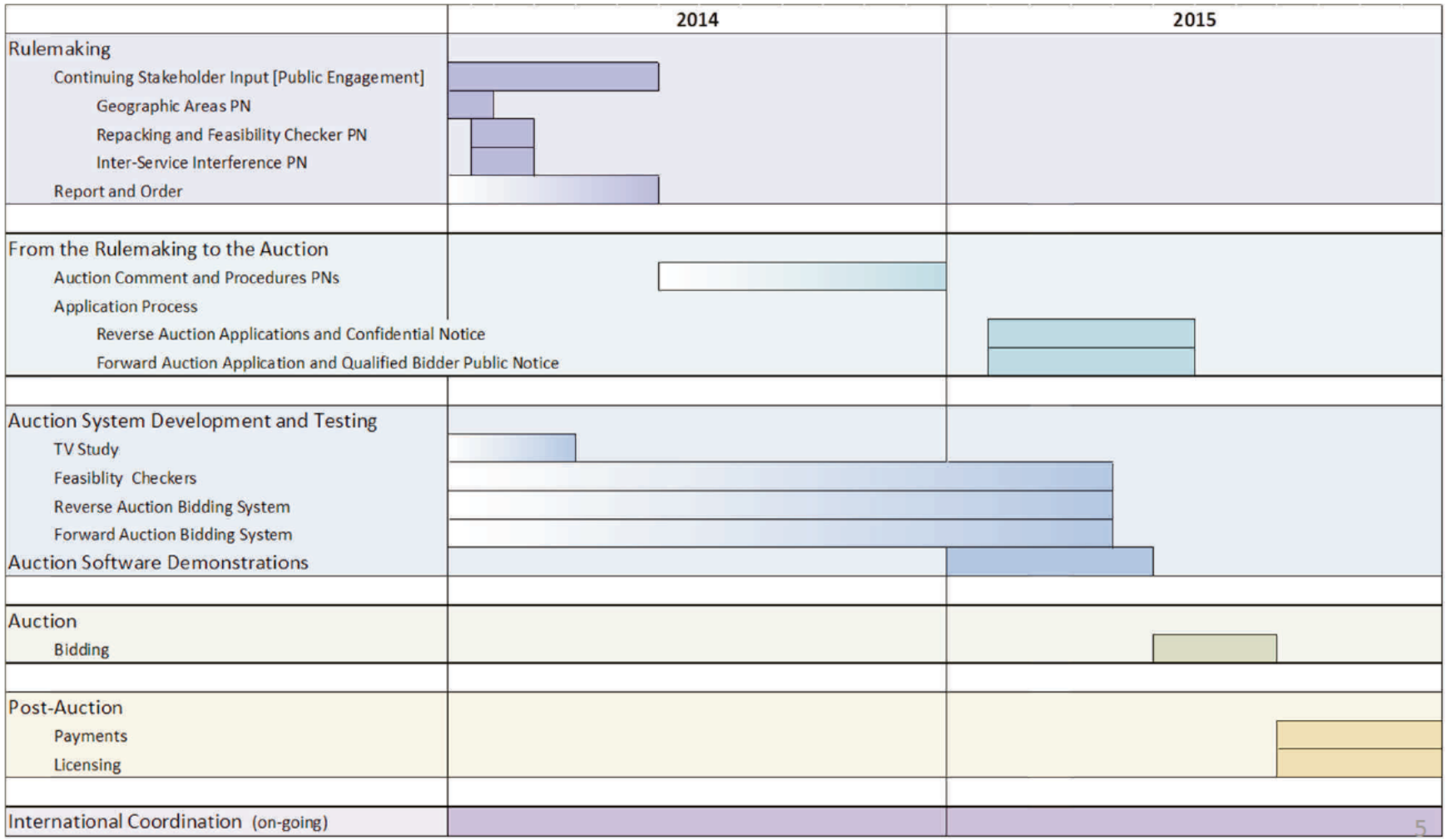
- Key Public Notices
  - *TVStudy* Software — Feb. 4, 2013
  - 600 MHz Band Plan — May 17, 2013
  - Repacking Data and Updated *TVStudy* — July 22, 2013
  - Reimbursement of Broadcaster Channel Assignment Costs — Sept. 22, 2013
  - 600 MHz Band Plan – Geographic License Areas — Dec. 11, 2013

Previous Significant Public Engagement (cont'd) NPRM through January 30, 2014

- Workshops and Webinars
  - NPRM Overview Workshop — Oct. 12, 2012
  - 600 MHz Band Plan Workshop — May 3, 2013
  - Repacking Data Webinar — Aug. 22, 2013
  - TV Station Relocation Cost Workshop — Sept 30, 2013
  - Unlicensed Spectrum Workshop — Nov. 8, 2013

- Presentations to the Commission
  - Open Meeting Presentation — June 27, 2013
  - Open Meeting Presentation — Aug. 9, 2013
  - Open Meeting Presentation — Jan. 30, 2014

Roadmap to Auction and Beyond



Pre-R&O Current and Upcoming Public Input and Education

- Key Public Notices
  - Geographic Licensing Areas — Dec. 11, 2013
  - Repacking and Feasibility Checker — Jan. 9, 2014
  - Managing Inter-Service Interference — Jan 29, 2014

- Workshops
  - Repacking and Feasibility Checker — Feb. 21, 2014 Morning
  - Managing Inter-Service Interference — Feb. 21, 2014 Afternoon

- Increasing resources and expanding broadcaster education and outreach efforts

Continued Public Input

- Pending PN Key Issues
  - Geographic License Areas
  - Repacking and Feasibility Checker
  - Managing Inter-Service Interference

- Continued open door and open record for all parties on all issues

Geographic License Areas

- Statutory Directive: *"…consider assigning licenses that cover geographic areas of different sizes."*
- NPRM sought comment on licensing the 600 MHz band using a geographic area licensing approach
  - Sought comment on whether to use geographic areas larger or smaller than Economic Areas (EAs) such as Cellular Market Areas (CMAs)
- Public Notice sought comment on alternate geographic licensing scheme proposed by CCA: Partial Economic Areas (PEAs)
  - Also sought comment on the use of package bidding and how it may or may not affect the design of the Incentive Auction
  - Comments due Jan 9, 2014; Reply Comments due Jan. 23, 2014

Repacking and Feasibility Checker

- Public Notice providing an opportunity to comment on the approaches to checking the feasibility of assigning channels to a given set of stations, consistent with applicable constraints

- Builds on work done to date on repacking process
  - *TVStudy* and Data Repacking PN release

- Interested parties can use the information together with the information and analysis released with the Data Repacking PN, to:
  - Develop and conduct their own repacking feasibility checks using open source software
  - Evaluate and comment on approaches described in the technical appendix

- Workshop February 21, 2014

Managing Inter-Service Interference

- Public Notice seeks comment on a methodology for predicting potential interference between broadcast television and wireless services
- Key to market variation
- Workshop February 21, 2014

Report and Order

Policy recommendations to Commission will create a framework for the Incentive Auction

Reorganized 600 MHz Band

- Allocations
- Band Plan
- Technical Rules
- Repacking
- Unlicensed Operations
- Other Services

Incentive Auction Implementation

- Reverse Auction
- Forward Auction
- Integration

Post-Auction

- Processing of Bid Payments
- Broadcaster Transition
- Reimbursement of Transition Costs
- Licensing and Operating Rules

Between the R&O and the Auction

- Auction Comment and Procedures Public Notices
  - Standard FCC operating procedure
  - Comment Public Notice: seeks comment on specific key components of auction such as an activity rule and price increments
  - Procedures Public Notice: considers public input and announces final procedures including application process and detailed timeline
- Increased, Robust Broadcaster Outreach and Education
  - Targeted outreach and education to key broadcast constituencies and markets
  - Auction System Demonstrations
  - Online Tutorials
  - Mock Auction for Qualified Bidders
- Application Process
  - Reverse Auction Applications of Broadcasters
  - Forward Auction Applications seeking wireless licenses
- Continued International Coordination

Auction System Development and Testing

- **Auction will start only when the Auction System is technically-ready, user-friendly, and thoroughly tested**
- Auction System will be exhaustively tested under a variety of scenarios replicating real life conditions
- Development and testing of the Auction System continues from R&O through Procedures Public Notice and beyond
- Opportunities for Public Engagement All Through this Process
  - Auction system demonstrations
  - On-line tutorials

Post- Incentive Auction

- Forward Auction Payments and Licensing
  - Long-Form Applications
- Reverse Auction Payments and Applications
  - Channel Sharing and Termination Filings

Questions

www.fcc.gov/learn