

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

	2014	2015
Rulemaking		
Continuing Stakeholder Input [Public Engagement]	Q1 - Q3	
Geographic Areas PN	Q1	
Repacking and Feasibility Checker PN	Q2	
Inter-Service Interference PN	Q2	
Report and Order	Q3 - Q4	
From the Rulemaking to the Auction		
Auction Comment and Procedures PNs	Q3 - Q4	
Application Process		
Reverse Auction Applications and Confidential Notice		Q1 - Q2
Forward Auction Application and Qualified Bidder Public Notice		Q1 - Q2
Auction System Development and Testing		
TV Study	Q1 - Q2	
Feasibility Checkers	Q1 - Q4	
Reverse Auction Bidding System	Q1 - Q4	
Forward Auction Bidding System	Q1 - Q4	
Auction Software Demonstrations		Q3 - Q4
Auction		
Bidding		Q3 - Q4
Post-Auction		
Payments		Q3 - Q4
Licensing		Q3 - Q4
International Coordination (on-going)		

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

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