INCENTIVE AUCTIONS IMPLEMENTATION

Open Meeting
September 28, 2012
Why does spectrum matter now?

Mobile Data Explosion
300m active cellphones

Tablets: 121x more data than traditional cellphones

Smartphones: 35x more data than traditional cellphones

35x increase in mobile broadband traffic by 2015

Without additional spectrum: expect delays, more dropped calls & slower downloads

Job Creation
771,000 New Jobs by 2015*

*according to study by Deloitte
NPRM in General

• Initiates rulemaking to implement first-of-its kind incentive auctions
• Significant financial opportunity for broadcasters
• Reclaimed spectrum offers substantial benefits to consumers and economy
• Fact-based, data driven process led by world’s leading experts
• Outreach through new Broadcaster LEARN Program
Auction Design and Repacking

- Integration of reverse auction; repacking; forward auction
- Goal of “user friendly” reverse auction
- Open, transparent process to determine repacking methodology
- Innovative band plan for forward auction
Proposed 600 MHz Band Plan

<table>
<thead>
<tr>
<th>LMR</th>
<th>TV Channels 14 to N=(36-X/6)</th>
<th>Guard Band</th>
<th>600 MHz Downlink</th>
<th>TV Channels 38 to M=(51-Y/6)</th>
<th>Guard Band</th>
<th>600 MHz Uplink</th>
<th>700 MHz Uplink</th>
</tr>
</thead>
<tbody>
<tr>
<td>470</td>
<td></td>
<td></td>
<td>608-X</td>
<td>608, 614</td>
<td>698-Y</td>
<td>698</td>
<td></td>
</tr>
</tbody>
</table>

Frequencies in MHz

Comments invited on various alternatives
Other Services and Unlicensed Use

- Seeks comment on existing secondary services
- Significant opportunities for unlicensed use
  - Remaining white spaces in repacked TV bands
  - First consistent nationwide availability of low-band unlicensed spectrum
Goals and Expectations

- Timing will be driven by central goal: repurposing the maximum amount of UHF band spectrum for flexible licensed and unlicensed use
- Expect to issue Report & Order in 2013, and to hold the incentive auction in 2014
- Expect a healthy, diverse broadcast television service following the auction
Thanks and appreciation to the FCC’s Offices and Bureaus

Office of Engineering and Technology
Julius Knapp
Ira Keltz
Jennifer Manner
Nam Pham
Mark Settle
Alan Stillwell
Bob Weller

Office of General Counsel
Sean Lev
Bill Richardson
Bill Scher
Marilyn Sonn

Office of Legislative Affairs
Greg Guice
David Toomey

Office of the Managing Director
David Robbins
Joseph Giuliani
Jisun Kim

Office of Strategic Planning and Policy
Gary Epstein
Evan Kwerel
Marius Schwartz
Tamara Smith
John Williams

Consumer & Governmental Affairs Bureau
Susan Fisenne
Howard Parnell
Michael Snyder

Enforcement Bureau
Edward Smith

International Bureau
James Ballis
Louis Bell
Jennifer Gilsenan
James McLuckie
Larry Olson
Rod Porter

Media Bureau
Bill Lake
Joyce Bernstein
Dorann Bunkin
Rebecca Hanson
Tom Horan
Barbara Kreisman
Shaun Maher
Janice Wise

Public Safety & Homeland Security Bureau
Tom Eng
David Furth
Brian Marenco
Roberto Mussenden
Erika Olsen

Wireless Telecommunications Bureau
Ruth Milkman
Jessica Almond
Steve Buenzow
Peter Daronco
Nese Guendelsberger
Chris Helzer
Kathryn Hinton
Sasha Javid
Maria Kirby
John Leibovitz
Paul Malmud
Nicole McGinnis
Gary Michaels
Tom Peters
Patricia Robbins
Erik Salovaara
Jim Schlichting
Blaise Scinto
Bill Stafford
Martha Stancil
Scot Stone
Brett Tarnutzer
Jeff Tignor
Jennifer Tomchin
Margaret Wiener
Brian Wondrack
Janet Young