

IBC2008 Conference

The Great Spectrum Gold Rush

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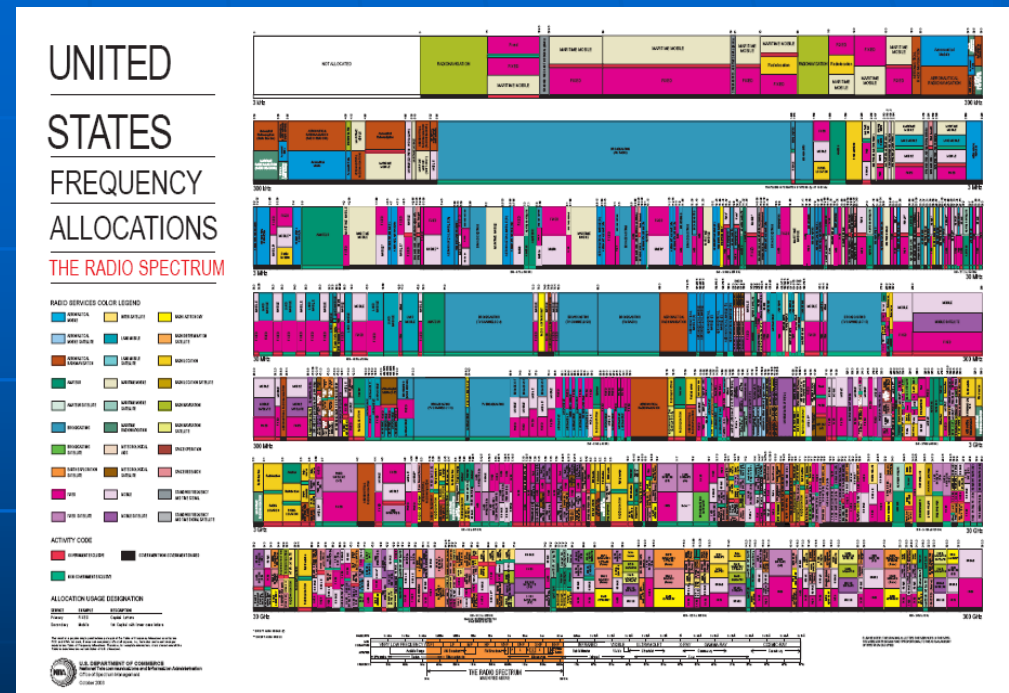


Introduction

- NTIA Mission
- U.S. Spectrum Management
- Digital Television Transition
 - Reasons for the Transition
 - Legislative Framework
 - 700 MHz Auction
- Key Administration Telecom Policies
- Spectrum Dividend

National Telecommunications & Information Administration (NTIA)

- Principal adviser to the President on telecom information policy
- Represent the Executive Branch on international & domestic telecom policy activities
- Perform leading edge research and engineering for the Federal and the private sector
- Manage Federal Government use of radio spectrum



U.S. Spectrum Management

Bifurcated System of Spectrum Management



Non-Federal Users

- Commercial
- State & Local Gov't



Federal Government Users

- 69 Federal Agencies
- IRAC

Digital Television (DTV) Transition

- Digital format is more spectrally efficient
- Improved picture and sound quality
- More channels / multicasting
- Enhance public safety communications interoperability
- Introduction of new commercial wireless broadband services

DTV Transition & Public Safety Act of 2005

- Full-Power Stations to Stop Analog Broadcasts by February 18, 2009
- Recovered Spectrum
 - 24 MHz reserved for public safety purposes
 - 62 MHz auctioned by the Federal Communications Commission (FCC)
- Establishes a “Digital Television and Public Safety Fund”
 - Digital-to-Analog Converter Box Coupon Program
 - Public Safety Interoperability Communications Program
 - \$7.4 billion for Deficit Reduction



TV Converter Box Coupon Program

- Coupon Basics
 - Two \$40 Coupons per Household
 - Coupon-Eligible Converter Boxes
 - Retailers Certification
- Consumer Education
 - Est. 15 million OTA Households
 - Options for Consumer:
 - TV with Digital Tuner
 - Subscription service
 - Converter Box
 - Targeted Populations



700 MHz Auction

- \$19.6 billion in Bids - Largest Auction in FCC History
- 101 Bidders won 1090 licenses; 72 bidders (675 licenses) are new entrants
- C-Block: Open Platform Requirements
- D-Block: Public Safety/Private Partnership Failed to Meet Minimum Price

United States Technology Policy Initiatives

■ Broadband

"This country needs a national goal for broadband technology . . . universal, affordable access for broadband technology by 2007."

- President George W. Bush
March 26, 2004

■ Spectrum

"The other promising new broadband technology is wireless. The spectrum that allows for wireless technology is a limited resource... [a]nd a wise use of that spectrum is to help our economy grow, and help with the quality of life of our people."

- President George W. Bush
June 24, 2004

Telecommunications Policy Initiatives

- Incentives for Wireless Broadband
 - Private Investment
 - Technological Innovation
 - Competition
- 21st Century Spectrum Policy Initiative
 - Spectrum Management Improvements
 - Efficiencies in Federal Spectrum Use
 - Economic Incentives in Federal Spectrum Use

Wireless Broadband

- Licensed Wireless Technologies
 - 700 MHz Licenses: A “third pipe” to the home offering 3G & 4G services
 - Advanced Wireless Services (AWS): 3G services
- Unlicensed Wireless Technologies
 - Wi-Fi
 - WiMAX

Q & A

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