Defense Media Activity

Fiscal Year (FY) 2009 Budget Estimates

February 2008



Procurement, Defense-Wide

UNCLASSIFIED

PROCUREMENT, DEFENSE-WIDE

Defense Media Activity

(\$ in Milli	ions)
FY 2009 Estimate	\$11.158
FY 2008 Estimate	\$ 2.345*
FY 2007 Estimate	\$ 5.613*

Purpose and Scope

These funds provide for procurement of mission essential equipment for the Defense Media Activity (DMA).

Justification of Funds

Major Equipment and Systems

The Defense Media Activity Fiscal Year 2008/2009 program of \$2.345 and \$11.158 million respectively will provide the capital investment funds for a part of the multi-year initiative for the automation of major portions of the Defense Media Center (DMC), American Forces Radio and Television (AFRTS), Soldiers Media Center (SMC), and Air Force News (AFNEWS). Also included are the normal life cycle replacement of several information technology systems, replacement of several analog systems with digital technology in support of the DMC and the Defense Information School, a system to support the upgrade and sustainment of the consolidated operations of the OSD Publicly Accessible Websites Program, and a system to support the improved storage, management, and distribution of DoD imagery and visual information products.

* American Forces Information Service program transferred to the Defense Media Activity effective FY2009.

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Exhibit P-1, Procurement Program

Department of Defense, Defense Media Activity

Appropriation: Defense-Wide

Date: Feb 2008

Budget Activity: 04

TOA, Millions of Dollars

P-1 Line <u>Item No</u>	Item <u>Nomenclature</u>	Ident <u>Code</u>	Prior Year (2007) QTY COST	<u>Current Year (2008)</u> <u>QTY</u> <u>COST</u>	Budget Year 1 (2009) QTY COST	Budget Year 2 (2010) QTY COST
41	Major Equipment		8 5.613	2 2.345	0 0	0 0
46	Major Equipment				3 11.176	3 9.762

Exhibit P-1, Procurement Program

Exhibit P-5 Cost Analysis (Page 1)			Weapon System			Date February 2008			
Appropriation (Treasury) Code/CC/B	A/RSA/Item Co	ntrol Number		D Code			m Nomenclat		
Procurement, Defense-wide, Defens				D'OOUE		Major Equip		ure	
Troodicinent, Derense wide, Derens		y		2007	2007	2008	2008	2009	2009
WBS COST ELEMENTS				Unit Cost	Total Cost			Unit Cost	Total Cost
(Tailor to System/Item Rqmts)				(AFIS)	(AFIS)	(AFIS)	(AFIS)	(DMA)	(DMA)
				(/ 10)	(/ 110)	(/ 110)	(,	(2007)	(2111))
AMERICAN FORCES RADIO AND	TELEVISION (AFRIS)							-
Radio/TV Production Equip				1427	1427	760	760	1520	1520
Radio/TV Floddciloff Equip				1427	1427	700	700	1520	1520
Audio/TV Distribution System				700	700			900	900
Addio/17 Distribution System				700	700			300	500
Digital Encryption/ Compression									
System				250	250			500	500
				200	200			000	000
	Subtotal			2377	2377	760	760	2920	2920
					-				
DEFENSE MEDIA CENTER (DMC)									
Replace Television Tape Archive									
System and Television Edge									
Router System									
i									
Replace Television Broadcast									
Servers V Chip Data Inserter				1900	1900				
Replace Television Automation									
System						758	758		
Replace Satellite Antenna Farm									
and RF Router (Simusats and Agile))							2482	2482
	Subtotal			1900	1900	758	758	2482	2482
DEFENSE INFORMATION SCHOO	L (DINFOS)								
TV Control Audio Vide - Divite	<u> </u>			004	204	207	0.07	044	044
TV Control Audio/Video Digital				384	384	327	327	344	344
Systems	Outstatel			00.4	004	007	007	044	0.1.1
	Subtotal			384	384	327	327	344	344
	1				1				1

P-1 Line Item No 41 (FY 07-08), P-1 Line No 46 (FY 09) Page 1 of 7

		Weapon System							
			D Code		P-1 Line Ite		ure		
			2007 Unit Cost (AFIS)	2007 Total Cost (AFIS)	2008	2008	2009 Unit Cost (DMA)	2009 Total Cost (DMA)	
			500	500	500	500	500	500	
							120	120	
Subtotal			500	500	500	500	620	620	
			412	412					
Subtotal			412	412					
AGEMENT (II	<u>ŚM)</u>		40	40					
Subtotal			40	40					
							713	713	
							45	45	
							27	27	
							1520	1520	
							560	560	
							327	327	
Subtotal							3192	3192	
	se Media Activ	Image: Subtotal Image: Subtotal Image: Subtotal Image: S	A/BSA/Item Control Number se Media Activity	BA/BSA/Item Control Number se Media Activity	Major Equip BA/BSA/Item Control Number D Code 2007 2007 Unit Cost (AFIS) 1 2007 Unit Cost (AFIS) 1 1	Major Equipment, DMA BAVBSA/Item Control Number se Media Activity D Code P-1 Line Ite Najor Equip (AFIS) 2007 2007 2008 Unit Cost (AFIS) 2007 2008 2007 2008 2007 2008 2007 2008 2007 2008 2007 2008 2007 2008	Major Equipment, DMA BAVBSA/Item Control Numbers D Code P-1 Link P-1 Link se Media Activity 2007 2007 2008 2008 Total Cost (AFIS) Total Cost Total Cost Total Cost (AFIS) (AFIS)<	Major Equipment, DMA BA/BSA/Item Control Numbers D Code P-1 Line Item Nomenclature Major Equipment, DMA Swedia Activity D Code P-1 Line Item Nomenclature Major Equipment, DMA Unit Cost (AFIS) Z007 Vinit Cost (AFIS) Z008 Total Cost (AFIS) Z008 Total Cost (AFIS) Z008 Total Cost (AFIS) Z008 Vinit Cost (AFIS) Z008 Total Cost (AFIS) Z008 Total Cost (AFIS) Z008 Total Cost (AFIS) Z008 Total Cost (AFIS) Z008 Total Cost (AFIS) Z008 Vinit Cost (AFIS) Z008 Total Cost (AFIS) <t< td=""></t<>	

P-1 Line Item No 41 (FY 07-08), P-1 Line No 46 (FY 09) Page 2 of 7

Exhibit P-5 Cost Analysis (Page 3)				Weapon Sy	stem		P-1 Line Iten Major Equipi		ure		
Appropriation (Treasury) Code/CC	/BA/BSA/Item 0	Control Numbe	er			D Code		P-1 Line Ite	m Nomenclat	ure	
Procurement, Defense-wide, Defe	nse Media Activ	rity						Major Equip			
WBS COST ELEMENTS						2007	2007	2008	2008	2009	2009
(Tailor to System/Item Rqmts)						Unit Cost (AFIS)	Total Cost (AFIS)	Unit Cost (AFIS)	Total Cost (AFIS)	Unit Cost (DMA)	Total Cos (DMA)
Soldiers Media Center (SMC)											
150KW AM Radio Transmitter										1600	1600
										1000	1000
	Subtotal									1600	1600
	DMA TOTAL	 				5,613	5,613	2,345	2,345	11,158	11,15
				altom No. 44	(FY 07-08), P-	1 Line No. 4					



Exhibit P-5 Cost Analysis (Page 4)				Weapon Sys	stem	n Nomenclat ment, DMA					
Appropriation (Treasury) Code/CC/E Procurement, Defense-wide, Defense-	BA/BSA/Item (se Media Activ	Control Numbe	r			D Code		P-1 Line Ite Major Equip		iture	
WBS COST ELEMENTS (Tailor to System/Item Rqmts)		2010 Unit Cost	2010 Total Cost	2011 Unit Cost	2011 Total Cost	2012 Unit Cost	2012 Total Cost	2013 Unit Cost	2013 Total Cost	To Complete Costs	Total Costs
AMERICAN FORCES RADIO AND	TELEVISION	(AFRTS)									
Radio/TV Production Equipment		3165	3165			3407	3407	1500	1500		
Audio/TV Distribution System				1000	1000	1250	1250				
	Subtotal	3165	3165	1000	1000	4657	4657	1500	1500		
DEFENSE MEDIA CENTER (DMC)											
DMC Control Room Upgrades		1383	1383								
Satellite Signal Equipment		375	375								
High Definition Video Storage				1409	1409						
Internal Distribution System		725	725								
High Definition Encoder and Decoders				375	375						
High Definition Video Storage											
Radio Audio Distribution								871	871		
Radio Automation System				1200	1200						
Radio Production Studio Upgrade				1700	1700						
Radio Audio Storage				508	508						
DMC Replacement of Fixed Satellite Antenna											
DMC RF Distribution						703	703				
			_		(FY 07-08) P						

P-1 Line Item No 41 (FY 07-08), P-1 Line No 46 (FY 09) Page 4 of 7

Exhibit P-5 Cost Analysis (Page 5)				Weapon Sys	stem		P-1 Line Item Nomenclature Major Equipment, DMA				
Appropriation (Treasury) Code/CC/B. Procurement, Defense-wide, Defense			r			D Code		P-1 Line Iter Major Equip		ture	
WBS COST ELEMENTS (Tailor to System/Item Rqmts)		2010 Unit Cost	2010 Total Cost	2011 Unit Cost	2011 Total Cost	2012 Unit Cost	2012 Total Cost	2013 Unit Cost	2013 Total Cost	To Complete Costs	Total Costs
DEFENSE MEDIA CENTER (DMC)	Cont'd										
Replacement of DMC Agile Satellite Antenna						1000	1000				
DMC Digital Acquisition Management											
Replacement of Video Encoder and Decoders								2305	2305		
Replacement of DMC Video Storage								1800	1800		
Replacement of DMC Video Distribution System											
	Subtotal	2483	2483	5192	5192	1703	1703	4976	4976		
DEFENSE INFORMATION SCHOOL	<u>(DINFOS)</u>										
HDTV Upgrade		425	425								
Broadcast Network Upgrade				384	384						
HDTV RF System						380	380	400	400		
	Subtotal	425	425	384	384	380	380	400	400		
INFORMATION RESOURCE MANA	GEMENT (IR	<u>M)</u>									
Enterprise Architecture		425	425								
	Subtotal	425	425								
AFIS Subtotal		6498	6498	6576	6576	6740	6740	6876	6876		

P-1 Line Item No 41 (FY 07-08), P-1 Line No 46 (FY 09) Page 5 of 7

Exhibit P-5 Cost Analysis (Page 6)				Weapon Sys	stem		P-1 Line Item Nomenclature Major Equipment, DMA				
Appropriation (Treasury) Code/CC/B/ Procurement, Defense-wide, Defense			r	•		D Code		P-1 Line Ite Major Equip		ature	
WBS COST ELEMENTS (Tailor to System/Item Rqmts)		2010 Unit Cost	2010 Total Cost	2011 Unit Cost	2011 Total Cost	2012 Unit Cost	2012 Total Cost	2013 Unit Cost	2013 Total Cost	To Complete Costs	Total Costs
AFNEWS											
SPA - Building Move to Main Base				130	130						
SFEL 03 Radio Broadcast System Lifecycle Replacement		2846	2846	224	224	2991	2991	427	427		
SFEL 16, AM Radio								113	113		
SFEL 17, FM Radio System				132	132	0	0				
SFEL 20 Media LAN + Storage								420	420		
SFEL 21 TV Automation/Master Control								1923	1923		
SFEL 22 Broadcast Media Network				908	908						
SFEL 25 Desktop Editing Systems				526	526						
SFEL 28 Multiformat Editing System				836	836						
SFEL 32 Elect News Gathering		260	260					560	560		
SFEL 37 TV Transmitter System						386	386				
SFEL 40 Intersite Relay		158	158	556	556						
	Subtotal	3264	3264	3312	3312	3377	3377	3443	3443		
			-		(FY 07-08) P						

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Exhibit P-5 Cost Analysis (Page 7)				Weapon Sys	stem		Major Equip	em Nomenclature pment, DMA				
Appropriation (Treasury) Code/CC/ Procurement, Defense-wide, Defen			r		1	D Code		P-1 Line Ite Major Equip	m Nomencla ment, DMA	ture		
WBS COST ELEMENTS (Tailor to System/Item Rqmts)		2010 Unit Cost	2010 Total Cost	2011 Unit Cost	2011 Total Cost	2012 Unit Cost	2012 Total Cost	2013 Unit Cost	2013 Total Cost	To Complete Costs	Total Costs	
Soldiers Media Center (SMC)												
AFN South 24-Channel MPEG Digital Encoding System				399	399							
SMC Satellite Production Vehicle (SPV) System Life Cycle Upgrade								417	417			
AFN Europe Satellite Production Vehicle (SPV) System Life Cycle Upgrade						408	408					
AFN Europe Digital A/V Routing Switcher												
	Subtotal	0	0	399	399	408	408	417	417			
	DMA TOTAL	9,762	9,762	10,287	10,287	10,525	10,525	10,736	10,736			
			P-1 Line	e Item No 41	(FY 07-08), P Page 7 of 7	-1 Line No 4	6 (FY 09)					

Exhibit P-5a, Procurement History and Pla (Page 1)	nning			Weapon Syst	em		Date February 2008	}		
Appropriation (Treasury) Code/CC/BA/BS/ Procurement, Defensewide, Defense Medi			er			P-1 Line Item Nomenclature Major Equipment, DMA				
WBS COST ELEMENTS (Tailor to System/Item Rqmts)	Qty	Unit Cost	Location of PCO	RFP Issue Date	Contract Method and Type	Contractor and Location	Award Date	Date of First Delivery	Tech Data Available Now?	Date Revisions Available
2007										
<u>AFRTS</u>										
Radio/TV Production Equipment Audio/TV Distribution System &	1	1410 560	T-ASA Navy SPAWARS	Jan-08 May-07	C/FP FP	Unknown Navy SPAWARS	Mar-08 Jun-07	Unknown Jul-07	Y Y	
Digital Encryption/Compression System										
DMC										
Replace TV Broadcast Servers V-Chip Data Inserter	1	2400	Defense Media Center 23755 Z St Riverside, CA	Jul-07	Full & Open Competition Fixed Price	Snader & Assoc Roseville, CA	Sep-07	Oct-07	Y	
<u>DINFOS</u>										
IT Based Broadcast Hardware, Software, and Interface Equipmen		384	Riverside, CA	Jun-07	Full & Open Competition	Pro-Bel, Omneon Ross, Harris	Various	Jun-07	Y	
<u>S&S</u>										
Digital Printing Facility	1	859	Riverside, CA	May-07	Full & Open Competition	Eastman Kodak Rochester, NY	Aug-07	Aug-07	Ν	

P-1 Line Item No 41 (FY 07-08), P-1 Line No 46 (FY 09) Page 1 of 4

Exhibit P-5a, Procurement History and Plan (Page 2)	nning			Weapon Syste	em		Date February 2008	5		
Appropriation (Treasury) Code/CC/BA/BSA Procurement, Defensewide, Defense Media			er		-	P-1 Line Item Nomenclature Major Equipment, DMA				
WBS COST ELEMENTS (Tailor to System/Item Rqmts)	Qty	Unit Cost	Location of PCO	RFP Issue Date	Contract Method and Type	Contractor and Location	Award Date	Date of First Delivery	Tech Data Available Now?	Date Revisions Available
2008										
<u>AFRTS</u>										
Radio/TV Production Equipment Audio/TV Distribution System	1	1484 800	T-ASA T-ASA	Jan-08 Jan-08	C/FP Option*	Unknown Scientific-Atlanta	Unknown Unknown	Mar-08 Mar-08	N Y	
Digital Encryption/Compression System	1	350	T-ASA T-ASA	Mar-08	C/FP	Unknown	Unknown	May-08	N	
			*Requirements contra	Inct with Scientif	fic-Atlanta. Co	L htract has a 12 month base perio	od and three, one	e year options.		
DMC										
Replace TV Automation System	1	1000	Defense Media Center 23755 Z St Riverside, CA	Unknown	Full & Open Competition Fixed	Unknown	Unknown	Unknown	Y	
DINFOS										
Digital Broadcast Switching, Distribution, Servers and TMDE to support Advanced Maint. Course (1ST ROOM)	1	327	Riverside, CA	TBD	Unknown	Unknown	TBD	Unknown		
DVIC										
Digital Imagery Storage Expansion	1	500	DVIC Riverside, CA	TBD	C/FP	TBD	TBD	TBD	TBD	
	- 1	1		ina Itam Na 44		1 Line No 46 (EY 09)	1	1		1

Exhibit P-5a, Procurement History and Planni	ng			Weapon Syste	em		Date	Date February 2008				
(Page 3) Appropriation (Treasury) Code/CC/BA/BSA/Ite Procurement, Defensewide, Defense Media A			7			P-1 Line Item Nomenclature Major Equipment, DMA	February 2000	•				
WBS COST ELEMENTS (Tailor to System/Item Rqmts)	Qty	Unit Cost	Location of PCO	RFP Issue Date	Contract Method and Type	Contractor and Location	Award Date	Date of First Delivery	Tech Data Available Now?	Date Revisions Available		
2009												
AFRTS												
Radio/TV Production Equipment	1	1520	T-ASA	Jul-09	C/FP	Unknown	Unknown	May-10	N			
Audio/TV Distribution System	1	900	T-ASA	Jan-09	Option*	Unknown	Unknown	Mar-09	N			
Digital Encryption/Compression System	1	500	T-ASA	Mar-09	C/FP	Unknown	Unknown	Jun-09	Ν			
			*Requirements contra	act with Scientif	fic-Atlanta. Cor	ntract has a 12 month base perio	od and three, one	e year options.				
DMC												
Replace TV Programming	1	2482	Defense Media	Unknown	Full & Open	Unknown	Unknown	Unknown	Y			
and Traffic System/ Playlist			Center 23755 Z St		Competition							
			Riverside, CA		Fixed Price							
DINFOS												
Digital Broadcast Switching, Distribution, Servers and TMDE to support Advanced Maint. Course (2ND ROOM) DVIC		344	DMC									
Digital Imagery Storage	1	500	DVIC	TBD	C/FP	TBD	TBD	TBD	TBD			
Expansion			Riverside, CA									
ASRS Crane Replacement	1	120	DVIC Riverside, CA	TBD	C/FP	TBD	TBD	TBD	TBD			
IRM												
AFIS Public DMZ Network Security Improvements			TBD	TBD	TBD	TBD	TBD	TBD	Ν	N		
AFNEWS												
SFEL 03 Radio Broadcast System Lifecycle Replacement	1	713	TBD	TBD	TBD	TBD	TBD	TBD	TBD			
SFEL 16, AM Radio	1	45	TBD	TBD	TBD	TBD	TBD	TBD	TBD			
SFEL 17, FM Radio System	1	27	TBD	TBD	TBD	TBD	TBD	TBD	TBD			
SFEL 23 TV Production Studio	1	1520	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Ì		
SFEL 36 TV Production System	1	560	TBD	TBD	TBD	TBD	TBD	TBD	TBD	Ì		
SFEL 37 TV Transmitter System	1	327	TBD	TBD	TBD	TBD	TBD	TBD	TBD	1		

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Exhibit P-5a, Procurement History and Planning (Page 4)				Weapon Syste	em		Date February 2008				
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number Procurement, Defensewide, Defense Media Activity (DMA)						P-1 Line Item Nomenclature Major Equipment, DMA					
WBS COST ELEMENTS (Tailor to System/Item Rqmts)	Qty	Unit Cost	Location of PCO	RFP Issue Date	Contract Method and Type	Contractor and Location	Award Date	Date of First Delivery	Tech Data Available Now?	Date Revisions Available	
2009 (Cont)											
SMC											
<u></u>	1	1600	TBD	TBD	TBD	TBD	TBD	TBD	TBD		
150KW AM Radio Transmitter	1		TBD	TBD	TBD	TBD	TBD	TBD	TBD		
AFN Korea Satellite Production Vehicle	5		TBD	TBD	TBD	TBD	TBD	TBD	TBD		
AFN Korea RelocationMulti-Channel MPEG											
Encoding Enterprise	1		TBD	TBD	TBD	TBD	TBD	TBD	TBD		
AFN Korea RelocationTV Studio Control	1		TBD	TBD	TBD	TBD	TBD	TBD	TBD		
				-							
				-			-				
				1							
				1			1			1	
				1							
				1			1			T	
						1 Line No. 46 (EV. 00)					

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Exhibit P-40, Budget Item Justification					Date							
						February 2008						
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number Procurement, Defense-wide/BA04, Defense Media Activity					P-1 Line Item Nomenclature							
					P-1 Line Item No 41 (FY 07-08), P-1 Line No 46 (FY 09)							
Program Element for Code B Items				Other Related Program Elements								
Procurement Items												
Cost	ID		FY	FY	FY	FY	FY	FY	FY	То		
(\$ in millions)	Code		2007	2008	2009	2010	2011	2012	2013	Complete	Total	
Proc Qty	А											
Gross Cost			5.613	2.345	11.158	9.762	10.287	10.525	10.736		60.426	
Less PY Adv Proc												
Plus CY Adv Proc												
Net Proc (=P-1)			5.613	2.345	11.158	9.762	10.287	10.525	10.736		60.426	
Initial Spares												
Total Proc Cost			5.613	2.345	11.158	9.762	10.287	10.525	10.736		60.426	
Flyaway U/C												
Wpn Sys Proc U/C												
Description		-		-	-	-	-	-	-			

The Defense Media Activity 2008/2009 program of \$2.345 and \$11.0158 million will provide the capital investment funds for a part of the multiyear initiative for the automation of major portions of the Defense Media Center (DMC) operations, normal life cycle replacement of several information technology systems, replacement of several analog systems with digital technology in support of the DMC and the Defense Information School, a system to support the upgrade and sustainment of the consolidated operations of the OSD Publicly Accessible Websites Program, and a system to support the improved storage, management, and distribution of DoD imagery and visual information products. Also included are the Soldiers Media Center and Air Force News Programs.

P-1 Line Item No 41 (FY 07-08), P-1 Line No 46 (FY 09)