

Defense Media Activity

Fiscal Year (FY) 2012 Budget Estimates

February 2011



Procurement, Defense-Wide

UNCLASSIFIED
 Defense-Wide
 Exhibit P-1 FY 2012 President's Budget
 Total Obligational Authority (Thousands)

31-Jan-2011

Appropriation -----	FY 2010 (Base & OCO) -----	FY 2011 Base -----	FY 2011 OCO -----	FY 2011 Total -----
Procurement, Defense-Wide	10,118	10,478		10,478
Total Defense-Wide	10,118	10,478		10,478

UNCLASSIFIED
Defense-Wide
Exhibit P-1 FY 2012 President's Budget
Total Obligational Authority (Thousands)

31-Jan-2011

Appropriation -----	FY 2012 (Base) -----	FY 2012 OCO -----	FY 2012 Total Request -----
Procurement, Defense-Wide	14,542		14,542
Total Defense-Wide	14,542		14,542

UNCLASSIFIED
 Defense-Wide
 Exhibit P-1 FY 2012 President's Budget
 Total Obligational Authority (Thousands)

31-Jan-2011

Organizational Procurement, Defense-Wide -----	FY 2010 (Base & OCO) -----	FY 2011 Base -----	FY 2011 OCO -----	FY 2011 Total -----
Defense Media Activity, DMACT	10,118	10,478		10,478
Total	10,118	10,478		10,478

UNCLASSIFIED
 Defense-Wide
 Exhibit P-1 FY 2012 President's Budget
 Total Obligational Authority (Thousands)

31-Jan-2011

Organizational Procurement, Defense-Wide -----	FY 2012 (Base) -----	FY 2012 OCO -----	FY 2012 Total Request -----
Defense Media Activity, DMACT	14,542		14,542
Total	14,542		14,542

UNCLASSIFIED
 Defense-Wide
 Exhibit P-1 FY 2012 President's Budget
 Total Obligational Authority (Thousands)

31-Jan-2011

Appropriation Procurement, Defense-Wide

Budget Activity -----	FY 2010 (Base & OCO) -----	FY 2011 Base -----	FY 2011 OCO -----	FY 2011 Total -----
01. Major Equipment	10,118	10,478		10,478
Total Procurement, Defense-Wide	10,118	10,478		10,478

UNCLASSIFIED
Defense-Wide
Exhibit P-1 FY 2012 President's Budget
Total Obligational Authority (Thousands)

31-Jan-2011

Appropriation Procurement, Defense-Wide

Budget Activity -----	FY 2012 Base -----	FY 2012 OCO -----	FY 2012 Total Request -----
01. Major Equipment	14,542		14,542
Total Procurement, Defense-Wide	14,542		14,542

UNCLASSIFIED
 Defense-Wide
 Exhibit P-1 FY 2012 President's Budget
 Total Obligational Authority (Thousands)

31-Jan-2011

Appropriation: 0300D Procurement, Defense-Wide

Line No	Item Nomenclature	Ident Code	FY 2010 (Base & OCO)		FY 2011 Base		FY 2011 OCO		FY 2011 Total		S e c
			Quantity	Cost	Quantity	Cost	Quantity	Cost	Quantity	Cost	
Budget Activity 01: Major Equipment											

Major Equipment, DMACT											
24.	Major Equipment		4	10,118	4	10,478			4	10,478	U
				-----		-----		-----		-----	
	Total Major Equipment			10,118		10,478				10,478	
				-----		-----		-----		-----	
	Total Procurement, Defense-Wide			10,118		10,478				10,478	

UNCLASSIFIED
 Defense-Wide
 Exhibit P-1 FY 2012 President's Budget
 Total Obligational Authority (Thousands)

31-Jan-2011

Appropriation: 0300D Procurement, Defense-Wide

Line No	Item Nomenclature	Ident Code	FY 2012 Base		FY 2012 OCO		FY 2012 Total Request		S e c
			Quantity	Cost	Quantity	Cost	Quantity	Cost	
Budget Activity 01: Major Equipment									
Major Equipment, DMACT									
24.	Major Equipment		5	14,542			5	14,542	U
Total Major Equipment				14,542				14,542	
Total Procurement, Defense-Wide				14,542				14,542	

DEFENSE MEDIA ACTIVITY
Procurement, Defense-Wide (PDW)
FY 2012 Budget Estimate Submission
Cost Analysis (P-5)

Exhibit P-5 Cost Analysis							Weapon Systems		Date					
Page 1 of 1									Feb 2011					
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number							P-1 Line Item Nomenclature							
Procurement, Defense-wide, Defense Media Activity							Major Equipment, DMA							
WBS COST ELEMENTS							2010	2010	2011					
							Unit Cost	Total Cost	Unit Cost					
							2011	2011	2012					
							Unit Cost	Total Cost	Unit Cost					
							2012	2012	2013					
							Unit Cost	Total Cost	Unit Cost					
							2013	2013	2013					
							Unit Cost	Total Cost	Total Cost					
OVERSEAS RADIO & TELEVISION EQUIPMENT														
Television & Radio Equipment (DMA@FGGM)							0.000	0.000	8.500	8.500	2.600	2.600	2.600	2.600
Television & Radio Equipment (AFRTS)							9.218	9.218	1.478	1.478	7.442	7.442	7.590	7.590
Communications Equipment (Encoders-DTS)							0.000	0.000	0.000	0.000	2.000	2.000	2.000	2.000
Communications Equipment (Encoders-CA)							0.000	0.000	0.000	0.000	2.000	2.000	2.000	2.000
Communications Equipment (Encoders-IT)							0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Communications Equipment (Encoders-GE)							0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
Subtotal							9.218	9.218	9.978	9.978	14.042	14.042	14.190	14.190
NEWS & MEDIA INFORMATION EQUIPMENT														
DAMS Tier 1 Storage (Life Cycle Replacement)							0.900	0.900	0.000	0.000	0.000	0.000	0.300	0.300
24/7 Ops Systems - Equipment							0.000	0.000	0.000	0.500	0.500	0.500	0.500	0.500
24/7 Ops Systems - Fit Out							0.000	0.000	0.500	0.000	0.000	0.000	0.000	0.000
Subtotal							0.900	0.900	0.500	0.500	0.500	0.500	0.800	0.800
DMA TOTAL							10.118	10.118	10.478	10.478	14.542	14.542	14.990	14.990
WBS COST ELEMENTS							2014	2014	2015	2015	2016	2016		
							Unit Cost	Total Cost	Unit Cost	Total Cost	Unit Cost	Total Cost		
OVERSEAS RADIO & TELEVISION EQUIPMENT														
Television & Radio Equipment (DMA@FGGM)							2.700	2.700	2.700	2.700	2.800	2.800		
Television & Radio Equipment (AFRTS)							8.016	8.016	8.283	8.283	8.222	8.222		
Communications Equipment (Encoders-IT)							2.000	2.000	0.000	0.000	0.000	0.000		
Communications Equipment (Encoders-GE)							2.000	2.000	0.000	0.000	0.000	0.000		
Subtotal							14.716	14.716	10.983	10.983	11.022	11.022		
NEWS & MEDIA INFORMATION EQUIPMENT														
DAMS Tier 1 Storage (Life Cycle Replacement)							0.000	0.000	0.000	0.000	0.300	0.300		
24/7 Ops Systems - Equipment							0.500	0.500	0.500	0.500	0.500	0.500		
Subtotal							0.500	0.500	0.500	0.500	0.800	0.800		
DMA TOTAL							15.216	15.216	11.483	11.483	11.822	11.822		

DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2012 Budget Estimate Submission

Procurement History and Planning

Exhibit P-5a, Procurement History and Planning						Weapon System		Date			
Page 1								Feb-11			
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number						P-1 Line Item Nomenclature					
Procurement, Defensewide, Defense Media Activity (DMA)						Major Equipment, DMA					
WBS COST ELEMENTS	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
2010											
<u>NEWS & MEDIA INFORMATION EQUIPMENT</u>											
<u>(Imagery Equipment)</u>											
DAMS COPAN Storage Enhancement	1		0.900	DIMOC	Jan-10	FFP	Innovative Technologies , Inc	Mar-10	May-10	N/A	N/A
<u>OVERSEAS RADIO & TELEVISION EQUIPMENT</u>											
<u>(Production & Distribution Equipment)</u>											
Television & Radio Equipment (AFRTS)	1		9.218	DMA OPS	Feb-10	FFP	Innovative Technologies , Inc & DISA / DITCO & Antenna Technology Communications	Apr-10	Jun-10	N/A	N/A
TOTAL	2		10.118								
P-1 Line Item No 24 Page 1 of 7											

DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2012 Budget Estimate Submission

Procurement History and Planning											
Exhibit P-5a, Procurement History and Planning						Weapon System		Date			
Page 2						Feb-11					
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number						P-1 Line Item Nomenclature					
Procurement, Defensewide, Defense Media Activity (DMA)						Major Equipment, DMA					
WBS COST ELEMENTS	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
2011											
NEWS & MEDIA INFORMATION EQUIPMENT											
<u>(Imagery Equipment)</u>											
24/7 Ops Systems - Fit Out	1		0.500	DIMOC	Jul-11	C/FP	Unknown	Sep-11	Dec-11	N	Unknown
OVERSEAS RADIO & TELEVISION EQUIPMENT											
<u>(Production & Distribution Equipment)</u>											
Television & Radio Equipment (AFRTS)	1		1.478	DMA OPS	Jul-11	FFP	Unknown	Sep-11	Dec-11	N	Unknown
Television & Radio Equipment (DMA@FGGM)	1		8.500	DMA OPS	Jan-11	FFP	Unknown	May-11	Jul-11	N	Unknown
TOTAL	3		10.478								

DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2012 Budget Estimate Submission

Procurement History and Planning											
Exhibit P-5a, Procurement History and Planning							Weapon System		Date		
Page 3									Feb-11		
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number							P-1 Line Item Nomenclature				
Procurement, Defensewide, Defense Media Activity (DMA)							Major Equipment, DMA				
WBS COST ELEMENTS	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
2012											
NEWS & MEDIA INFORMATION EQUIPMENT											
<u>(Imagery Equipment)</u>											
24/7 Ops Systems - Equipment	1		0.500	DIMOC	Nov-11	C/FP	Unknown	Feb-12	Apr-12	N	Unknown
OVERSEAS RADIO & TELEVISION EQUIPMENT											
<u>(Production & Distribution Equipment)</u>											
Television & Radio Equipment (AFRTS)	1		7.442	DMA OPS	Jan-12	FFP	Unknown	May-11	Jul-12	N	Unknown
Television & Radio Equipment (DMA@FGGM)	1		2.600	DMA OPS	Jan-12	FFP	Unknown	May-11	Jul-12	N	Unknown
Communications Equipment (Encoders-DTS)	1		2.000	DMA OPS	Jan-12	FFP	Unknown	May-11	Jul-12	N	Unknown
Communications Equipment (Encoders-CA)	1		2.000	DMA OPS	Jan-12	FFP	Unknown	May-11	Jul-12	N	Unknown
TOTAL	5		14.542								

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DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2012 Budget Estimate Submission

Procurement History and Planning											
Exhibit P-5a, Procurement History and Planning							Weapon System		Date		
Page 4									Feb-11		
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number							P-1 Line Item Nomenclature				
Procurement, Defensewide, Defense Media Activity (DMA)							Major Equipment, DMA				
WBS COST ELEMENTS	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
2013											
NEWS & MEDIA INFORMATION EQUIPMENT											
(Imagery Equipment)											
DAMS Tier 1 Storage (Life Cycle Replacement)	1		0.300	DIMOC	Dec-12	C/FP	Unknown	Mar-13	Jun-13	N	Unknown
24/7 Ops Systems - Equipment	1		0.500	DIMOC	Jan-13	C/FP	Unknown	Apr-13	Jun-13	N	Unknown
OVERSEAS RADIO & TELEVISION EQUIPMENT											
(Production & Distribution Equipment)											
Television & Radio Equipment (AFRTS)	1		7.590	DMA OPS	Jan-13	FFP	Unknown	May-13	Jul-13	N	Unknown
Television & Radio Equipment (DMA@FGGM)	1		2.600	DMA OPS	Jan-13	FFP	Unknown	May-13	Jul-13	N	Unknown
Communications Equipment (Encoders-DTS)	1		2.000	DMA OPS	Jan-13	FFP	Unknown	May-13	Jul-13	N	Unknown
Communications Equipment (Encoders-CA)	1		2.000	DMA OPS	Jan-13	FFP	Unknown	May-13	Jul-13	N	Unknown
TOTAL	6		14.990								

DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2012 Budget Estimate Submission

Procurement History and Planning											
Exhibit P-5a, Procurement History and Planning							Weapon System		Date		
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Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number							P-1 Line Item Nomenclature				
Procurement, Defensewide, Defense Media Activity (DMA)							Major Equipment, DMA				
WBS COST ELEMENTS	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
2014											
NEWS & MEDIA INFORMATION EQUIPMENT											
(Imagery Equipment)											
24/7 Ops Systems - Equipment	1		0.500	DIMOC	Nov-13	C/FP	Unknown	Feb-14	May-14	N	Unknown
OVERSEAS RADIO & TELEVISION EQUIPMENT											
(Production & Distribution Equipment)											
Television & Radio Equipment (AFRTS)	1		8.016	DMA OPS	Jan-14	FFP	Unknown	May-14	Jul-14	N	Unknown
Television & Radio Equipment (DMA@FGGM)	1		2.700	DMA OPS	Jan-14	FFP	Unknown	May-14	Jul-14	N	Unknown
Communications Equipment (Encoders-IT)	1		2.000	DMA OPS	Jan-14	FFP	Unknown	May-14	Jul-14	N	Unknown
Communications Equipment (Encoders-GE)	1		2.000	DMA OPS	Jan-14	FFP	Unknown	May-14	Jul-14	N	Unknown
TOTAL	5		15.216								

DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2012 Budget Estimate Submission

Procurement History and Planning											
Exhibit P-5a, Procurement History and Planning							Weapon System		Date		
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Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number							P-1 Line Item Nomenclature				
Procurement, Defensewide, Defense Media Activity (DMA)							Major Equipment, DMA				
WBS COST ELEMENTS	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
2015											
<u>NEWS & MEDIA INFORMATION EQUIPMENT</u>											
<u>(Imagery Equipment)</u>											
24/7 Ops Systems - Equipment	1		0.500	DIMOC	Dec-14	C/FP	Unknown	Mar-15	Jun-15	N	Unknown
<u>OVERSEAS RADIO & TELEVISION EQUIPMENT</u>											
<u>(Production & Distribution Equipment)</u>											
Television & Radio Equipment (AFRTS)	1		8.283	DMA OPS	Jan-15	FFP	Unknown	May-15	Jul-15	N	Unknown
Television & Radio Equipment (DMA@FGGM)	1		2.700	DMA OPS	Jan-15	FFP	Unknown	May-15	Jul-15	N	Unknown
	3		11.483								

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DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2012 Budget Estimate Submission

Procurement History and Planning											
Exhibit P-5a, Procurement History and Planning						Weapon System		Date			
Page 7								Feb-11			
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number						P-1 Line Item Nomenclature					
Procurement, Defensewide, Defense Media Activity (DMA)						Major Equipment, DMA					
WBS COST ELEMENTS	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
2016											
<u>NEWS & MEDIA INFORMATION EQUIPMENT</u> <u>(Imagery Equipment)</u>											
DAMS Tier 1 Storage (Life Cycle Replacement)	1		0.300	DIMOC	Dec-14	C/FP	Unknown	Mar-15	Jun-15	N	Unknown
24/7 Ops Systems - Equipment	1		0.500	DIMOC	Jan-15	C/FP	Unknown	Apr-15	Jun-15	N	Unknown
<u>OVERSEAS RADIO & TELEVISION EQUIPMENT</u> <u>(Production & Distribution Equipment)</u>											
Television & Radio Equipment (AFRTS)	1		8.222	DMA OPS	Jan-16	FFP	Unknown	May-16	Jul-16	N	Unknown
Television & Radio Equipment (DMA@FGGM)	1		2.800	DMA OPS	Jan-16	FFP	Unknown	May-16	Jul-16	N	Unknown
TOTAL	4		11.822								

**DEFENSE MEDIA ACTIVITY
Procurement, Defense-Wide (PDW)
FY 2012 Budget Estimate Submission**

Budget Item Justification

Exhibit P-40, Budget Item Justification									Date
									Feb-11
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number									P-1 Line Nomenclature
Procurement, Defense-wide/BA04, Defense Media Activity									Major Equipment - Line 30
Program Element for Code B Items									Other Related Program Elem.
Procurement Items Cost (\$ in millions)	ID Code	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	FY 2016	Total
Procurement Quantity	A								
Gross Cost		10.118	10.478	14.542	14.990	15.216	11.483	11.822	88.649
Less PY Advanced Procurement									
Plus CY Advanced Procurement									
Net Procuremnt (=P-1)		10.118	10.478	14.542	14.990	15.216	11.483	11.822	88.649
Initial Spares									
Total Procurement Cost		10.118	10.478	14.542	14.990	15.216	11.483	11.822	88.649
Flyaway U/C									
Weapons Systems Procurement U/C									
Description									
<p>The Defense Media Activity (DMA) Fiscal Year 2012 program of \$14.542 million dollars will provide capital investment funds for a part of the multi-year initiative for automation of major equipment and systems used to execute the media and visual information and overseas radio and television information missions. This significant increase represents funding for replacement of analog systems with digital technology as part of the normal life cycle and in support of the conversion to high definition (HD) technology as the broadcasting industry standard, and improved storage, management, and distribution of DoD imagery and visual information products. This increased level of funding will be needed in FY 2013 and FY 2014 to complete this conversion after which time requirements will return to baseline.</p>									
P-1 Line Item No 24									

