# **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)

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

# Exhibit P-1 FY 2012 President's Budget

Total Obligational Authority (Thousands)

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)

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)

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

# Exhibit P-1 FY 2012 President's Budget

Total Obligational Authority (Thousands)

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

# Exhibit P-1 FY 2012 President's Budget

Total Obligational Authority (Thousands)

# 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

# Exhibit P-1 FY 2012 President's Budget

Total Obligational Authority (Thousands)

31-Jan-2011

Appropriation: 0300D Procurement, Defense-Wide

Line		Ident	FY 2	010	FY 2	011	FY 20	)11	FY 2	011	s
No	Item Nomenclature	Code	(Base	© OCO)	Bas	e	occ	)	Tot	al	е
			Quantity	Cost	Quantity	Cost	Quantity	Cost	Quantity	Cost	С
Budget	Activity 01: Major Equ	ipment									-
Major	Equipment, DMACT										
24. Ma	jor Equipment		4	10,118	4	10,478			4	10,478	σ
Total	Major Equipment			10,118	_	10,478			-	10,478	
Total	Procurement, Defense-Wide	<b>e</b>		10,118	-	10,478		-	_	10,478	

# 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 2		FY 20		FY 2 Total F		s e
			Quantity	Cost	Quantity	Cost		-	С
_	Activity 01: Major Equipment								-
Major Eq	quipment, DMACT								
24. Majo	or Equipment		5	14,542			5	14,542	υ
Total Ma	ajor Equipment			14,542				14,542	
Total Pr	cocurement, Defense-Wide			14,542				14,542	

# DEFENSE MEDIA ACTIVITY

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

	Cost	Analysis (P-5)						
Exhibit P-5 Cost Analysis			Weapon Syster	ms			Date	
Page 1 of 1							Feb 2011	
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number							P-1 Line Item Nome	
Procurement, Defense-wide, Defense Media Activity		ı	1				Major Equipmen	
WBS COST ELEMENTS	2010	2010	2011	2011	2012	2012	2013	2013
	Unit Cost	Total Cost	Unit Cost	Total Cost	Unit Cost	Total Cost	Unit 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
	_					1		
Communications Equipment (Encoders-DTS)	0.000	0.000	0.000	0.000	2.000	2.000	2.000	2.000
On the state of th	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
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-11)	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	9.978	9.978	14.042	14.042	14.190	14.190
NEWS & MEDIA INFORMATION EQUIPMENT	0.210	3.210	0.070	3.370	14.042	14.042	14.100	14.100
DAMS Tier 1 Strorage (Life Cycle Replacement)	0.900	0.900	0.000	0.000	0.000	0.000	0.300	0.300
DAMS TIEF I Strotage (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
- W. Ope Cyclemo - Equipment	0.000	0.000	0.000	0.000	0.000	0.000		0.000
24/7 Ops Systems - Fit Out	0.000	0.000	0.500	0.000	0.000	0.000	0.000	0.000
Subtota	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
					_		14.000	17.000
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	_					1	7	
Television & Radio Equipment (DMA@FGGM)	2.700	2.700	2.700	2.700	2.800	2.800	ļ	
Talovicion & Bodio Equipment (AERTS)	9.046	0.016	0.202	0.202	0 222	0 222	+	
Television & Radio Equipment (AFRTS)	8.016	8.016	8.283	8.283	8.222	8.222	<del> </del>	
Communications Equipment (Encoders-IT)	2.000	2.000	0.000	0.000	0.000	0.000	t	
		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	İ	
Subtota	14.716	14.716	10.983	10.983	11.022	11.022	Ī	
NEWS & MEDIA INFORMATION EQUIPMENT	<u> </u>	-			-		†	
DAMS Tier 1 Strorage (Life Cycle Replacement)	0.000	0.000	0.000	0.000	0.300	0.300	†	
							İ	
24/7 Ops Systems - Equipment	0.500	0.500	0.500	0.500	0.500	0.500	İ	
Subtota	0.500	0.500	0.500	0.500	0.800	0.800	Ī	
DMA TOTAL	15.216	15.216	11.483	11.483	11.822	11.822	İ	
DINA TOTAL	10.210	P-1 Line Item		111-30	111022	111022	ı	
		Page 1 o	OT 1					

lumber		Procure		tory and P	lanning				
lumbar									
lumber			Weapon Sys	tem		Date			
lumbar						Feb-11			
					P-1 Line Item Nomenclature				
					Major Equipment, DMA				
									Date
									Revisions
Qty	Unit Cost	Location of PCO	Date	Type	Contractor and Location	Award Date	Delivery	Now?	Available
1	0.900	DIMOC	Jan-10	FFP	Innovative Technologies . Inc.	Mar-10	May-10	N/A	N/A
							,		
1	9.218	DMA OPS	Feb-10	FFP	Innovative Technologies , Inc	Apr-10	Jun-10	N/A	N/A
					& DISA / DITCO & Antenna				
					Technology Communications				
2	10.118								
	Qty 1 1 1	1 0.900 1 9.218	Qty Unit Cost Location of PCO  1 0.900 DIMOC  1 9.218 DMA OPS	Qty         Unit         Cost         Location of PCO         RFP Issue Date           1         0.900         DIMOC         Jan-10           1         9.218         DMA OPS         Feb-10           2         10.118         P-1 Line It	Oty Unit Cost Location of PCO RFP Issue Date Method and Type  1 0.900 DIMOC Jan-10 FFP  1 9.218 DMA OPS Feb-10 FFP	Oty Unit Cost Location of PCO  RFP Issue Date  Contract Method and Type  Contractor and Location  Contractor and Location  Contractor and Location  Type  Contractor and Location  FFP Innovative Technologies , Inc  1 9.218 DMA OPS Feb-10 FFP Innovative Technologies , Inc  & DISA / DITCO & Antenna  Technology Communications  P-1 Line Item No 24	Qty Unit Cost Location of PCO RFP Issue Date Type Contract Method and Type Contractor and Location Award Date Type Contractor and Location Award Date Type Contractor and Location Award Date Type Innovative Technologies , Inc Mar-10 Space Sp	Major Equipment, DMA   Date of First   Date of First   Delivery	Major Equipment, DMA  Contract Method and Type  Contractor and Location  Award Date  Date of First Available Now?  Date of First Delivery  Now?  1 0.900 DIMOC Jan-10 FFP Innovative Technologies , Inc  1 9.218 DMA OPS Feb-10 FFP Innovative Technologies , Inc  S DISA / DITCO & Antenna  Technology Communications  P-1 Line Item No 24

			Procure	ement Hist	tory and P	lanning				
Exhibit P-5a, Procurement History and Planning	bit P-5a, Procurement History and Planning Weapon System									
Page 2							Feb-11			
Appropriation (Treasury) Code/CC/BA/BSA/Item Control N	umber					P-1 Line Item Nomenclature				
Procurement, Defensewide, Defense Media Activity (DMA)						Major Equipment, DMA				
					Contract			Date of	Tech Data	Date
				RFP Issue	Method and			First	Available	Revisions
WBS COST ELEMENTS	Qty	Unit Cost	Location of PCO	Date	Туре	Contractor and Location	Award Date	Delivery	Now?	Available
2011										
NEWS & MEDIA INFORMATION EQUIPMENT										
(Imagery Equipment)										
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										
(Production & Distribution Equipment)										
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								
				P-1 Line It	em No 24 2 of 7					
				гауе	4 UI /					

Procure  Cost Location of PCO	RFP Issue	em	P-1 Line Item Nomenclature Major Equipment, DMA	Date Feb-11	Date of		
Cost Location of PCO	RFP Issue	Contract Method and			Date of		
Cost Location of PCO		Contract Wethod and		Feb-11	Date of		
Cost Location of PCO		Contract Wethod and			Date of		
Cost Location of PCO		Method and	Major Equipment, DMA		Date of		
Cost Location of PCO		Method and			Date of		
Cost Location of PCO				I I		Tech Data	Date
Location of PCO	Date		Compression and Location	Aurand Data	First	Available Now?	Revisions Available
		ı ype	Contractor and Location	Award Date	Delivery	NOW?	Available
500 DIMOC	Nov-11	C/FP	Unknown	Feb-12	Apr-12	N	Unknown
500 DIMOC	1404-11	0/11	Olikilowii	160-12	Api-12	14	Olikilowii
442 DMA OPS	Jan-12	FFP	Unknown	May-11	Jul-12	N	Unknown
600 DMA OPS	Jan-12	FFP	Unknown	May-11	Jul-12	N	Unknown
000 DMA OPS	Jan-12	FFP	Unknown	May-11	Jul-12	N	Unknown
000 DMA OPS	Jan-12	FFP	Unknown	May-11	Jul-12	N	Unknown
542							
·- I				<u> </u>			
	.000 DMA OPS	.600 DMA OPS Jan-12 .000 DMA OPS Jan-12 .000 DMA OPS Jan-12 .542 P-1 Line Iter	.600 DMA OPS Jan-12 FFP .000 DMA OPS Jan-12 FFP .000 DMA OPS Jan-12 FFP .542 P-1 Line Item No 24	.600 DMA OPS Jan-12 FFP Unknown .000 DMA OPS Jan-12 FFP Unknown .000 DMA OPS Jan-12 FFP Unknown .542 P-1 Line Item No 24	.600 DMA OPS Jan-12 FFP Unknown May-11 .000 DMA OPS Jan-12 FFP Unknown May-11 .000 DMA OPS Jan-12 FFP Unknown May-11 .542 P-1 Line Item No 24	1000   DMA OPS   Jan-12   FFP   Unknown   May-11   Jul-12   Jul-12     Jul-12     Jul-12     Jul-12     Jul-12     Jul-12   Jul-12     Jul-12     Jul-12     Jul-12     Jul-12     Jul-12   Jul-12     Jul-12     Jul-12     Jul-12     Jul-12     Jul-12   Jul-12     Jul-12   Jul-12     Jul-12   Jul-12     Jul-12	1000   DMA OPS   Jan-12   FFP   Unknown   May-11   Jul-12   N

			Procure	ement Hist	ory and Pl	lanning				
Exhibit P-5a, Procurement History and Planning		Date								
Page 4							Feb-11			
Appropriation (Treasury) Code/CC/BA/BSA/Item Control N	umber					P-1 Line Item Nomenclature				
Procurement, Defensewide, Defense Media Activity (DMA)			ı	1	Contract	Major Equipment, DMA	1	Date of	Tech Data	Date
				RFP Issue	Method and			First	Available	Revisions
WBS COST ELEMENTS	Qty	Unit Cost	Location of PCO	Date	Type	Contractor and Location	Award Date	Delivery	Now?	Available
2013					,,					
NEWS & MEDIA INFORMATION EQUIPMENT										
(Imagery Equipment)										
DAMS Tier 1 Strorage (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								

			Procure		tory and P	lanning	In .			
Exhibit P-5a, Procurement History and Planning				Weapon Sys	stem		Date			
Page 5							Feb-11			
Appropriation (Treasury) Code/CC/BA/BSA/Item Control N	umber					P-1 Line Item Nomenclature				
Procurement, Defensewide, Defense Media Activity (DMA)				RFP Issue	Contract Method and	Major Equipment, DMA		Date of First	Tech Data Available	Date Revisions
WBS COST ELEMENTS	Qty	Unit Cost	Location of PCO	Date	Type	Contractor and Location	Award Date	Delivery	Now?	Available
2014					- 7/-					
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								
				P-1 Line It Page	em No 24 5 of 7					

			Procure	ment Hist	tory and P	lanning				
Exhibit P-5a, Procurement History and Planning	Date									
Page 6							Feb-11			
Appropriation (Treasury) Code/CC/BA/BSA/Item Control N						P-1 Line Item Nomenclature				
Procurement, Defensewide, Defense Media Activity (DMA)			I	1		Major Equipment, DMA				
				RFP Issue	Contract Method and			Date of First	Tech Data Available	Date Revisions
WBS COST ELEMENTS	Qty	Unit Cost	Location of PCO	Date	Type	Contractor and Location	Award Date	Delivery	Now?	Available
2015										
NEWS & MEDIA INFORMATION EQUIPMENT										
(Imagery Equipment)										
24/7 Ops Systems - Equipment	1	0.500	DIMOC	Dec-14	C/FP	Unknown	Mar-15	Jun-15	N	Unknown
OVERSEAS RADIO & TELEVISION EQUIPMENT										
(Production & Distribution Equipment)										
Television & Radio Equipment (AFRTS)	1	8.283	DMA OPS	Jan-15	FFP	Unknown	May-15	Jul-15	N	Unknown
relevision & Naulo Equipment (AFK13)		0.203	DIMA OF 3	Jan-15	FFF	Ulkilowii	Way-15	Jul-13	IN	Ulikilowii
Television & Radio Equipment (DMA@FGGM)	1	2.700	DMA OPS	Jan-15	FFP	Unknown	May-15	Jul-15	N	Unknown
_										
	<u> </u>									
	3	11.483								
				P-1 Line It Page	em No 24 6 of 7					

				Procure	Ment Hist Weapon Sys	ory and P	ianning	1=			
Exhibit P-5a, Procurement History and Planning		Date									
Page 7 Appropriation (Treasury) Code/CC/BA/BSA/Item Control N						1	P-1 Line Item Nomenclature	Feb-11			
Procurement, Defensewide, Defense Media Activity (DMA)	umber						Major Equipment, DMA				
Procurement, Defensewide, Defense Media Activity (DMA)						Contract	wajor Equipment, DWA		Date of	Tech Data	Date
1					RFP Issue	Method and			First	Available	Revisions
WBS COST ELEMENTS	Qty	Unit C	ost	Location of PCO	Date	Type	Contractor and Location	Award Date	Delivery	Now?	Available
2016											
NEWS & MEDIA INFORMATION EQUIPMENT											
(Imagery Equipment)											
<u> </u>											
DAMS Tier 1 Strorage (Life Cycle Replacement)	1	0.3	300	DIMOC	Dec-14	C/FP	Unknown	Mar-15	Jun-15	N	Unknown
27 mile 1161 i eli eli age (±ii e eyele nepiacement)		<u> </u>			200	<b>G</b> /111					•
24/7 Ops Systems - Equipment	1	0.5	500	DIMOC	Jan-15	C/FP	Unknown	Apr-15	Jun-15	N	Unknown
opo oyee		-									
OVERSEAS RADIO & TELEVISION EQUIPMENT											
(Production & Distribution Equipment)											
1. Tourist a 2 state and a 2 s								1			
Television & Radio Equipment (AFRTS)	1	8.3	222	DMA OPS	Jan-16	FFP	Unknown	May-16	Jul-16	N	Unknown
		<b>.</b>		2			<u> </u>				•
Television & Radio Equipment (DMA@FGGM)	1	2 :	800	DMA OPS	Jan-16	FFP	Unknown	May-16	Jul-16	N	Unknown
Toloviolon a Madio Equipment (Sin/tel Com)	•		-	D.II.7 C. C	oun ro		- Cinariowii	may 10	<b>5</b> 41 15		O I I I I I I I I I I I I I I I I I I I
								1			
								1			
								+			
TOTAL	4	11.8	822								
					P-1 Line It	em No 24					
					Page	7 of 7					

# **Budget Item Justification**

Exhibit P-40, Budget Item Justification									Date
									Feb-11
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Nu	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.
<b>Procurement Items Cost</b>	ID	FY							
(\$ in millions)	Code	2010	2011	2012	2013	2014	2015	2016	Total
Procurement Quantity	Α								
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
nitial 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

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 boradcasting 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-1 Line Item No 24

1