



**Federal
Communications
Commission**

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***

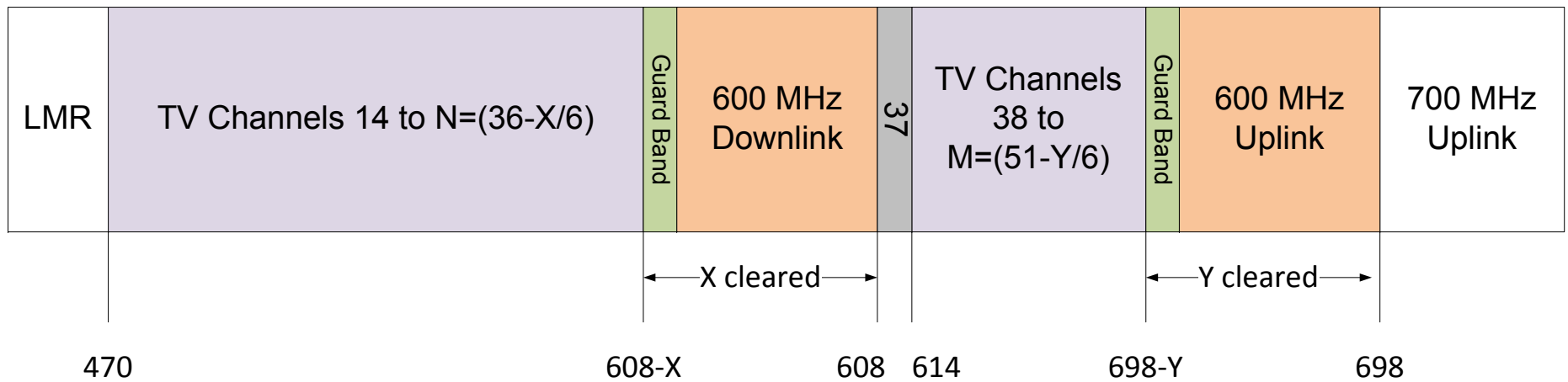
NPRM in General

- 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



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

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