

The FCC's Voluntary Incentive Auction: What Broadcasters Need to Know

November 2012

Join Wiley Rein and BIA/Kelsey on Thursday, November 29, at 2:00 PM for a complimentary webinar on the Federal Communications Commission's (FCC) recent auction and repacking proposals.

This past September, the FCC initiated a voluntary incentive auction of broadcast TV spectrum. The auction, aimed at repurposing broadcast television spectrum for mobile broadband use, sets in motion a flurry of rulemaking on the FCC's part and a series of discussions for broadcasters and associated parties. However, it will all come down to one thing: Will broadcasters decide to sell or not?

Before deciding whether to participate in the auction or continue to operate, it is very important for broadcasters to fully examine the FCC's proposals, the options available, and how reorganization of the broadcast television band post-auction will affect stations.

This hour-long, in-depth webinar will cover:

- Available options for broadcasters (auction participation, channel sharing, including under-shared services agreements, move to VHF)
- Auction eligibility
- Historical perspective on spectrum valuations
- The FCC's proposed reverse auction design
- Participating in the FCC's rulemaking proceeding
- Repacking proposals, including proposals to preserve contour and population served
- Reimbursement of relocation costs
- Class A and LPTV
- Timing

Speakers:

- Eric W. DeSilva, Partner, Wiley Rein
- Kathleen A. Kirby, Partner, Wiley Rein
- Mark Fratrik, Vice President and Chief Economist, BIA/Kelsey

Register [here](#).