



Spectrum Auction Process and Integrated Spectrum Auction System

Auction No. 63
Multichannel Video Distribution & Data Service
(MVDDS)

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Disclaimer

Nothing herein is intended to supersede any provision of the Commission's rules or public notices. These slides should not be used as a substitute for a prospective applicant's review of the Commission's relevant orders, rules, and public notices. Prospective applicants must familiarize themselves thoroughly and remain current with the Commission's rules relating to MVDDS, rules relating to application and auction procedures, and the procedures, terms and conditions contained in the Auction No. 63 public notices.



Questions?

If you are viewing this presentation live over the web, please feel free to e-mail your questions to...

Auction63@fcc.gov



This symbol indicates a common question slide



Agenda

Overview of the FCC's Simultaneous Multiple Round (SMR) Auction Design and Terminology

Discuss Auction No. 63 Rules and Procedures

Presentation and Hands-on Demonstration of the FCC's Integrated Spectrum Auction System



Simultaneous Multiple Round (SMR) Auction Design

- **Simultaneous** — All licenses are offered at the same time.
- **Multiple Round** — There are multiple discrete bidding rounds during which bidding is confidential.



How many rounds are conducted
and when does bidding stop?

- The number of rounds varies in each auction.
There is no predetermined number.
- Bidding continues until there is one round in
which nothing happens.
 - No new bids, withdrawals or proactive waivers.



Auction Design (continued)

➤ Web-Based Bidding System

- Option to bid via Auction Bidder Line

➤ Click-Box Bidding

- When placing a bid, a bidder selects from nine bid amounts in the bidding system.



Auction Design

(continued)

- When a round ends, results are processed and made public.
 - Including provisionally winning bids (PWBs), all bids, bid withdrawals, and waivers
 - In the event of tied bids, PWBs are determined by random number selection

- Activity Requirements
 - Bidders must generally bid throughout the auction.



What are Bidding Units?

- A fixed number of units that is assigned to each license in the auction.
- The number of bidding units for each license is listed in Attachment A to the procedures public notice.
- Bidding units are used to measure bidders' activity and eligibility.



Bidding Units and Eligibility

Eligibility — The maximum number of bidding units a bidder can bid on.

- A bidder establishes its eligibility with its upfront payment.
- Eligibility cannot be increased.
- Eligibility is *not* specific to certain licenses. A bidder may use its eligibility on any of a number of licenses it has selected on its 175 application.



Bidding Units and Activity

Activity — The sum of the bidding units for

- the licenses on which a bidder places bids in the current round, and
- licenses on which a bidder has provisionally winning bids from a previous round.



What is Required Activity?

- The activity requirement is the minimum number of bidding units on which a bidder must be active. It is determined by a percentage of the bidder's current eligibility.



Activity Requirement

Auction No. 63

Two Stage Auction

- Stage 1: 80% activity requirement

If a bidder has 10,000 bidding units of eligibility, its activity requirement is 8,000 bidding units.

- Stage 2: 95% activity requirement

If a bidder has 10,000 bidding units of eligibility, its activity requirement is 9,500 bidding units.



Bidding Units in Action

Example: You have 7,000 BU of eligibility and a 80% activity requirement (5,600 BU)

| Market | Description | Bidding Units | Upfront Payment |
|--------|-------------|---------------|-----------------|
| MVD167 | Utica | 7,000 | \$7,000 |
| MVD177 | Marquette | 6,000 | \$6,000 |
| MVD210 | Glendive | 1,000 | \$1,000 |

What can you bid on?

- Utica or Marquette or Marquette and Glendive
- Not Glendive by itself (doesn't meet activity requirement)
- Not Utica and Marquette; not Utica and Glendive (exceeds eligibility)



What if you change your mind?

- You can remove a bid you placed during the current round. If you place a bid during a round and then remove that bid before the end of the round, it's as if it never happened.
- You can withdraw PWBs from prior rounds. Bid withdrawals have limits and consequences:
 - Each bidder is limited to withdrawals in no more than one round in Auction No. 63.
 - Withdrawals are subject to the bid withdrawal payments specified in 47 C.F.R. § 1.2104(g).



What if you do not meet the activity requirement?

One of two things will happen:

- You will use an activity rule waiver.
- or
- Your eligibility will be reduced.



Activity Rule Waivers

- Use of an activity rule waiver preserves a bidder's current eligibility despite the bidder's activity in the current round being below the required level.
- When a bidder uses an activity rule waiver, the waiver applies to that round of bidding, not to a particular license.



Activity Rule Waivers

- Bidders are provided with a limited number of activity rule waivers.
- In Auction No. 63, each bidder is provided three activity rule waivers.



Automatic Waivers

The system will automatically apply a waiver for a bidder at the end of any round in which the bidder's activity is below the required level unless:

- The bidder has no more activity rule waivers.
- or
- The bidder reduces eligibility.



Proactive Waivers

- Bidders can apply activity rule waivers proactively.
- The important difference between an automatic waiver and a proactive waiver is that a proactive waiver keeps the auction open.
- Bidding continues until there is one round in which nothing happens.
 - No new bids, withdrawals, or proactive waivers.



What if a bidder does not meet the activity requirement and does not have any waivers left?

The bidder's current eligibility will be permanently reduced, possibly eliminating the bidder from further bidding in the auction.



Eligibility Reduction

Bidders may use the reduce eligibility function of the auction system.

- Reducing eligibility will bring a bidder into compliance with the activity requirement.
- Useful when a bidder is not meeting the activity requirement, does not want to bid on additional licenses, and does not want to use an activity rule waiver.



Reduce Eligibility in Action

Example: You have 7,000 BU of eligibility and a 95% activity requirement (6,650 BU)

| Market | Description | Bidding Units | Upfront Payment |
|--------|-------------|---------------|-----------------|
| MVD167 | Utica | 7,000 | \$7,000 |
| MVD177 | Marquette | 6,000 | \$6,000 |
| MVD210 | Glendive | 1,000 | \$1,000 |

Utica & Marquette have exceeded your budget, what can you do?

- Place your bid on Glendive and allow ISAS to automatically take a waiver when you do not meet your activity requirement
- Place your bid on Glendive and then reduce eligibility. ISAS will multiply the BUs for Glendive by 20/19 and **permanently** lower your eligibility to 1,053 bidding units.



Bid Amounts

- Minimum opening bids are established prior to the auction.
- Minimum acceptable bid percentage and bid increment percentage are set at 5% (subject to change).
 - Minimum acceptable bids will be approximately 5 percent greater than the provisionally winning bids. The auction system allows for a total of nine bid amounts for each license.



Bid Amounts

- For activity and eligibility, the dollar amount of a bid does not matter.
- How much can you bid? Any one of nine pre-defined dollar amounts.
- The upfront payment does not limit the amount you may bid for a license.



The SecurID Card



Multiple cards sent to all bidders

Random number refreshes every 60 seconds

Countdown indicator

Please return to the FCC for recycling



To Ensure a Positive Auction Experience

Do your homework.

- Read all public notices related to this auction.

Participate in the mock auction.

- Test backup strategies and activate all SecurID cards.
- Use Auction Bidder Line to ask “what if” questions.

Check for and read all announcements to stay informed.

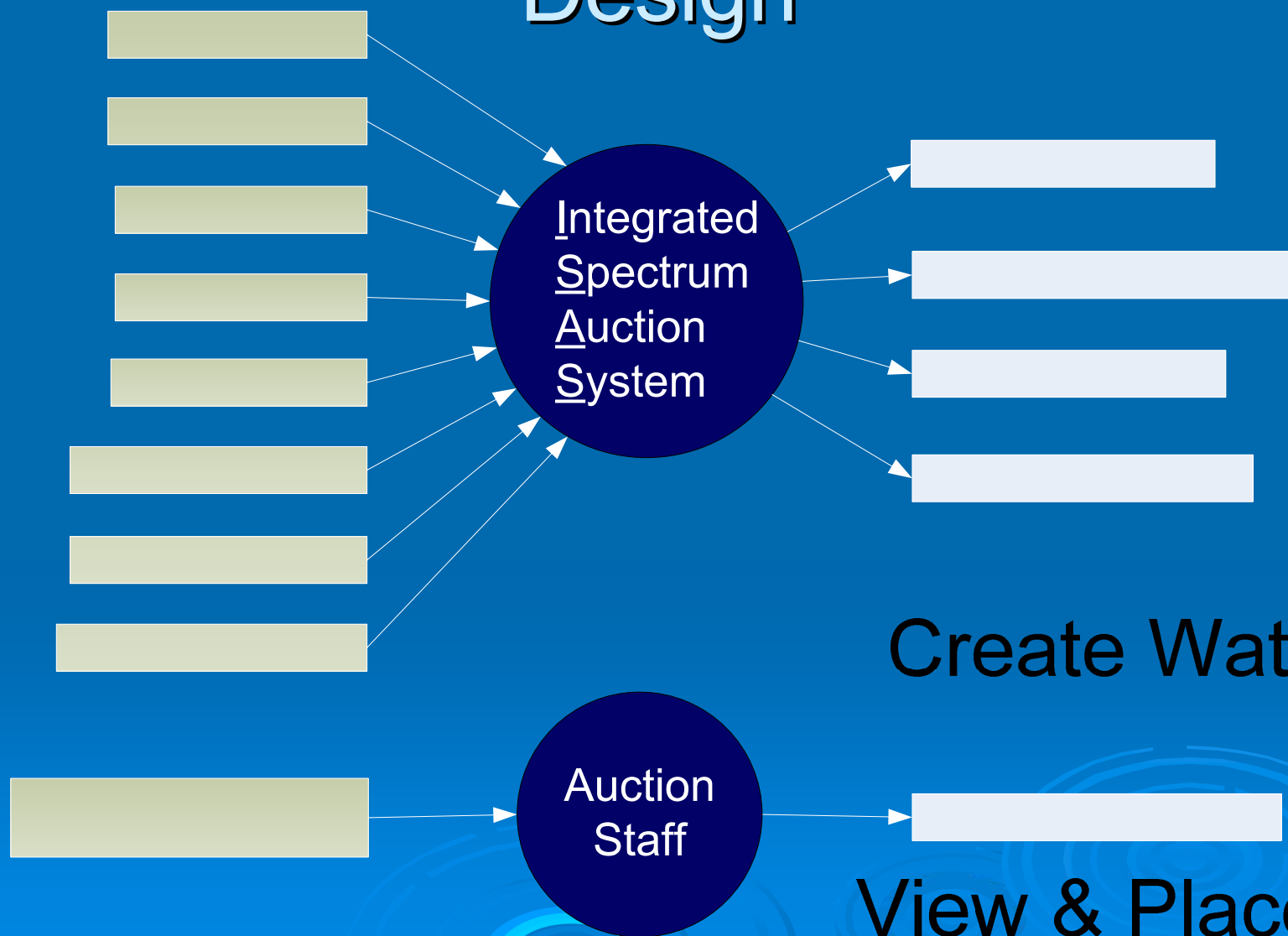
- Bidding schedule
- Auction parameter changes

Bid Early!

- Print round summaries.



Auction Conceptual Design



Create Watchlist

View & Place Bids