

Spectrum Incentive Auctions

The Nuts, Bolts and Economics

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Auction Implementation

- Broadcaster Participation
 - Needs to be simple for broadcasters to participate
 - Broadcasters must fully understand how they will be compensated
- FCC auction design
 - FCC has experience in developing and implementing auctions and educating participants
 - Understands how to keep it simple for bidders
 - Best for legislation to provide authority but leave the auction design details out

Auction Implementation

- Transparency
 - Publish re-packing algorithm and ideally provide software so that broadcasters can test
 - Publish pricing rules and ideally provide software so that industry can test
- Next Steps
 - Mock auction with working prototype of repacking software
 - Start small