



Wisconsin Public Television

Our mission is to boldly enrich, educate and entertain diverse audiences of children and adults through the innovative use of television production and broadcasting, other communication technologies and community engagement. Wisconsin Public Television provides access to local and national content, extending its reach and impact in the communities we serve.

A Snapshot of Wisconsin Public Television and WHA-TV (Madison) by the numbers

159,172 WHA-TV weekly viewers

537,104 WPT weekly viewers

20.3% viewers watch WHA-TV over the air

312,975 hours of WHA-TV children's educational program viewing each month

28,825 WHA-TV contributing members

28,689 WPT contributing members

What is the FCC Spectrum Auction?

“...a voluntary, market-based means of repurposing spectrum by encouraging licensees to voluntarily relinquish spectrum usage rights in exchange for a share of the proceeds from an auction of new licenses to use the repurposed spectrum.”

How This Auction Will Work





1. Reverse auction to acquire stations
2. Forward auction to sell stations to wireless broadband providers
3. The "Repack" process

What That Might Mean for the Madison Market (and WHA-TV)

REVERSE SPECTRUM AUCTION PROCESS

Reverse Auction Example where 1 station is needed

(Assumes technically identical stations)

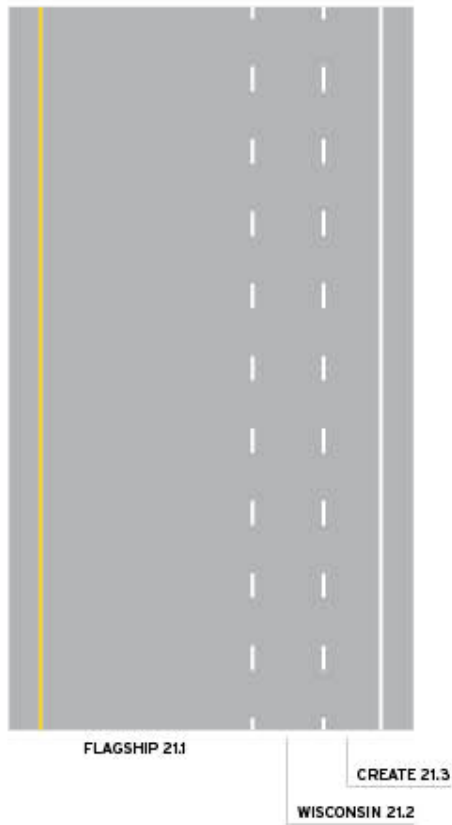
TARGET = 1 STATION			
Round	Bid Price	Stations Accepting Bid Price	Stations in Excess of Target
1	\$\$\$\$\$\$		4 stations
2	\$\$\$\$\$		2 stations
3	\$\$\$\$		2 stations
4	\$\$\$		0 stations ✓

Auction Options

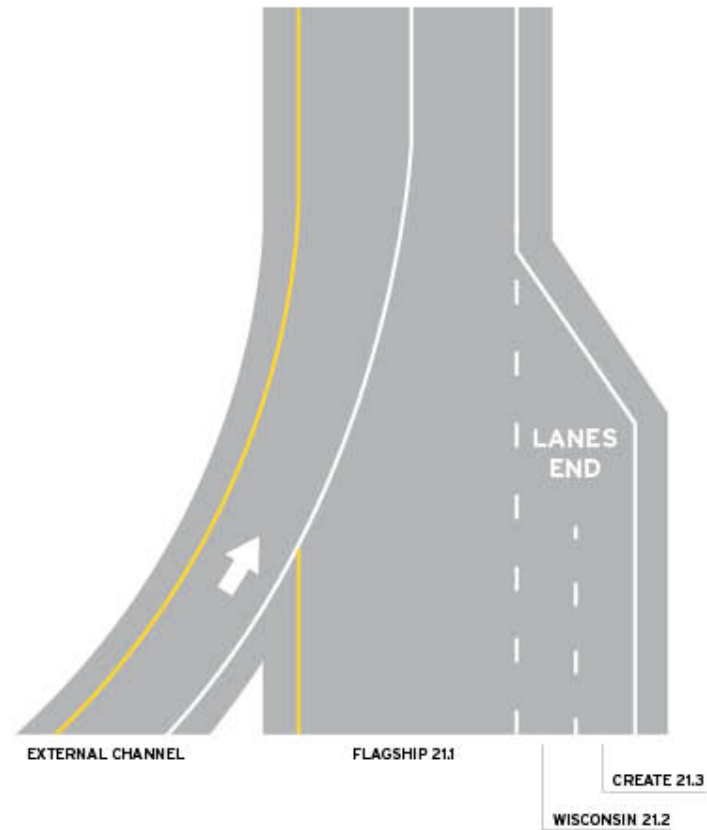
1. Do not participate in the Auction.
2. Sell the frequency.
3. Accept a reduced payment to move to an undesirable channel.
4. Share a single frequency with another station.

How That Could Affect WHA-TV

WHA TELEVISION SPECTRUM



CHANNEL SHARING



Auction Schedule

- **Authorized by Congress in 2012.**
FCC rulemaking began in 2014, ongoing
- **Stations are invited to apply to participate Oct. 2015.**
FCC releases opening bid prices
 - » Stations have 60 days to apply to participate if interested
- **Auction begins March 29, 2016.**
 - » Reverse Auction 52 rounds over 4-8 weeks
 - » Forward Auction
 - » Repack
- **After completion of auction final channel assignments are released**
- **Displaced stations have 3 months to file for permits**
- **Displaced stations have 39 months to build out...**