

Overview of Auction Process & FCC Auction System

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Automated Maritime Telecommunications System (AMTS) – Auction No. 57

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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 the Automated Maritime Telecommunications System (AMTS), rules relating to application and auction procedures, and the procedures, terms and conditions contained in the Auction No. 57 public notices.



Agenda

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

Discuss Auction #57 Rules and Procedures

Review and Hands-on Demonstration of the FCC Auction System



Simultaneous Multiple Round (SMR) Auction Design

Simultaneous — All licenses are offered at the same time

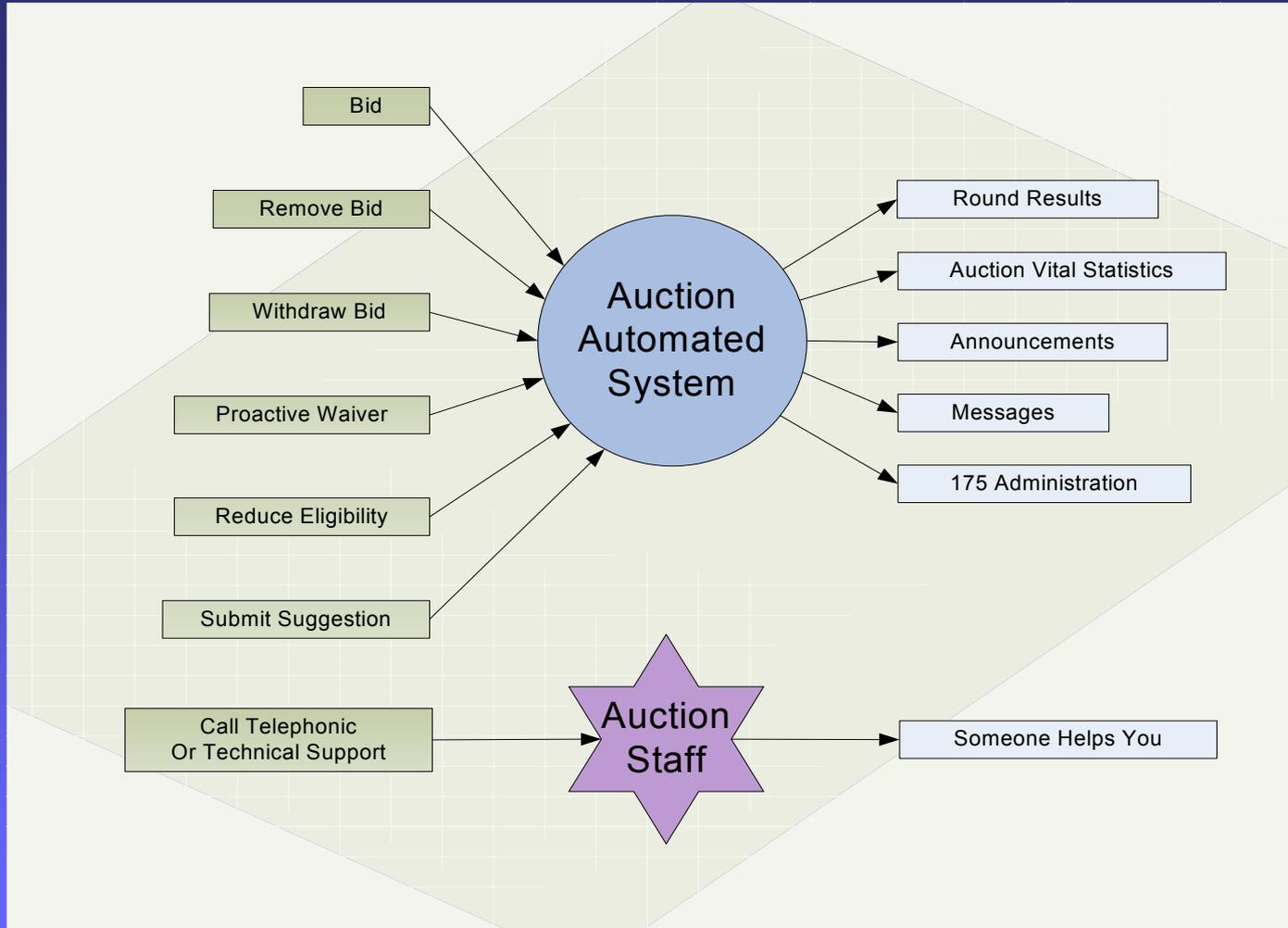
Multiple Round — There are multiple discrete bidding rounds

Bidding continues until there is one round in which there is “no activity” on any licenses

No new **bids**, **withdrawals** or **proactive waivers**



Auction Conceptual Design



Bidding Units Defined

Bidding Units-BUs: Fixed number assigned to each license in the auction as listed in Attachment A of the Procedures Public Notice. BUs are used to measure bidders' eligibility and activity. BUs also serve as a mechanism in which the FCC can monitor and control the general pace of the auction.



Eligibility and Activity Defined

Eligibility: The maximum number of bidding units a bidder can bid on. It is established by a bidder's Upfront Payment and **cannot be increased**. Eligibility is not license specific. A bidder may use its eligibility on any of a number of licenses it has selected on its 175 application.

Activity: The sum of the bidding units for the license(s) that a bidder has standing high bids on from a previous round and licenses which new bids are placed on in the current round. The activity requirement is the minimum number of bidding units a bidder can be active on.



Bidding Units and Eligibility

Example: You have 100 BUs worth of eligibility.

Area	Description/Market	Bidding Units	Upfront Payment
AMTSA004	Mississippi River	100	\$100
AMTSA006	Southern Pacific	60	\$60
AMTSA010	Mountain	30	\$30

What can you bid on? Any individual license or Southern Pacific and Mountain; 175 application selection dependent.

How much can you bid? Any one of the nine pre-defined dollar amounts. Your bidding budget is not related to the dollar amount you provided in upfront payment to FCC.



Auction Rules and Procedures

Two (2) Stage Auction Event

Stage 1: 80% activity requirement

Stage 2: 95% activity requirement

Three (3) Activity Rule Waivers

Proactive versus Automatic

Two (2) Withdrawal Rounds

Withdrawals are not the same as removals

Bid removal is an “undo” of bids placed within a given round
(check required activity)

Bid withdrawal is an “undo” of standing high bids from a
previous round (check required activity and know that
withdrawals may have monetary consequences)



Auction Rules and Procedures

Bid increments determined by Smoothing Formula

Initially, minimum acceptable bids will be approximately 10 to 20 percent greater than the standing high bid.

Bidding via:

Internet

Telephonic (live human bid assistants and auction experts)

FCC Wide-Area Network



The SecurID Card



Multiple cards sent to all bidders via FCC mailing

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 SecureID cards

Use telephonic to ask “what if” questions

Check for and read ALL announcements to stay informed

Bidding schedule

Auction parameter changes

Bid Early!

Print bid confirmations

