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