

FCC's National Broadband Plan: The "Doomed" 645 DTV Stations ?

Excerpts from Nordahl's NEW 104-page Report "The Future of the U.S. Television Business".

According to FCC public records as of June 30, 2010, there are a total of 645 full power DTV stations transmitting on channels within the 120 MHz of bandwidth covered by UHF Ch.32 through Ch.51 (19 channels after excluding Ch.37 assigned to astronomy) covering the spectrum from 578–698 MHz. This is the 600 MHz spectrum FCC is believed to have targeted "for recapture" from the TV broadcasters. NOTE that the 19 channels (after excluding Ch.37) add up to 114 MHz and NOT to 120. However, in the end, it is not material for the discussions and alternative proposals made in this Report.

Table 32: Full power DTV stations on Ch.32 through Ch.51 in DMA 1 - 10

DMA	Top 10 Cities	Total DTV Channels in DMA	Total "Doomed" In DMA	Percent of "Doomed" In DMA
1	New York	23	10	44%
2	Los Angeles	26	15	58%
3	Chicago	16	7	44%
4	Philadelphia	21	11	52%
5	DFW	18	11	61%
6	San Francisco	23	14	61%
7	Boston	21	10	48%
8	Atlanta	14	6	43%
9	Wash DC	18	8	44%
10	Houston	17	10	59%
Average Percent "Doomed" for DMA 1 – 10 is 52%				
Percent "Doomed" for all TV Stations is 36%				

Table 32 shows that more than 50% of all full power DTV stations in the Top-10 DMAs require reassignment to a channel below Ch.32, which is likely to be an extremely difficult task (probably impossible) if the current 6 MHz ATSC channel formats are to be maintained.

The "lower-48" States

It is reasonable to presume that there is no significant DTV OTA spectrum problem in Hawaii, Alaska and Puerto Rico, and that reassignments to channels below Ch.32 for the one (1) Alaska and the seven (7) Hawaii are not a problem. To reassign the fourteen (14) Puerto Rico "doomed" DTV channels

require some reconsideration of why a relatively small area (3,500 sq. miles, larger than Delaware but smaller than Connecticut) with about 4 million residents is allowed 34 full power DTV stations. (OK, it's an island not likely to interfere with lower 48 DTV OTA stations). Thus, the 645 number may be reduced to a 623 number for lower-48 "doomed" DTV stations.

The total number of full power TV stations in Alaska (16), Hawaii (27) and Puerto Rico (34) is 77, making all "lower 48" full power TV stations drop to 1,707. The nationwide lower-48 "doomed" percentage is then 37%, or that 623 of the 1,707 lower-48 full power DTV stations must be re-assigned to a combination of the 12 VHF and 18 UHF channels remaining below Ch.32. These 30 channels already accommodate 1,084 full power DTV stations, of which 456 are VHF assigned!

If looking at DMAs 11+ (exclude DMAs 1 – 10), the nationwide lower-48 "doomed" percentage is 34%. Further analysis confirms, not surprisingly, that the worst regions of the lower-48 for DTV OTA channel reassignments below Ch.32 are Northeast (Boston to Richmond), the Great Lakes (Cleveland to Minneapolis), California (San Diego-Los Angeles-San Francisco) and Texas (DFW-San Antonio-Austin-Houston), where more than half of all current full power DTV stations must be re-assigned.

In the 104-page Report, Nordahl, through additional logic and analysis, conclusively determines that "6 MHz per channel DTV OTA" as we know it today is "doomed" by the FCC's National Broadband Plan. Nordahl then makes a fascinating proposal to maintain Free Television and build a new Local Mobile Television (LMTV) service delivered by TV broadcasters in the fresh 104-page Report.



Just released by nordahl.tv LLC on October 10, 2010

The Future of the U.S. Television Business

A 104-page fascinating Report detailing the current and future TV business in the face of FCC's National Broadband Plan

A nordahl.tv HDTV Business/Technology Report:

The Future of the U.S. Television Business: (It's 3-Screens – Not 3-D)

This 104-page Report has been carefully assembled in the wake of the release of FCC's National Broadband Plan, for the purpose of detailing the current financial status of the U.S. Television Business, to analyze the value of the 600 MHz TV Broadcast spectrum, to discuss and present likely future scenarios of the U.S. Television Business, and to propose a NEW National Broadcast/ Broadband Plan.

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This Report is essential reading for:

- TV Broadcast Executives
- Cable TV/DBS/IPTV Executives
- Television Programming Executives
- Wireless Broadband/Telecom Executives
- TV Equipment Supplier Executives

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