

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 the 104-page Report.

Table 28: 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 28 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 will be an impossible task if the current 6 MHz ATSC channel formats are to be maintained.

1,707 full power DTV stations in the "lower-48"

The problem is not in Hawaii, Alaska and Puerto Rico (a total of 22 "doomed" stations out of a current total of 77 DTV OTA), but in the lower-48 where a net of 623 "doomed" DTV stations out of 1,707 must be reassigned to below Ch.32, to a combination of the 12 VHF and 18 UHF channels remaining. These 30 channels already accommodate 1,084 DTV stations, of which 456 are VHF! (And thus 628 of the 1,084 are full power UHF. ↗)

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 about half of all current full power DTV stations must be re-assigned.

What did the FCC think? NO format considerations?

Although the FCC's "The National Broadband Plan" contains in excess of 360 pages, very little is written about the specific HDTV delivery formats of the future. Author has searched the FCC PDF document for 1920x1080p60 mention (including other combinations with 1080 and 720), and he has found NO mention of HDTV formats. The HDTV interests, whether professional or consumer, agree that there are requirements for 1920x1080p60 delivery to many millions of TV households in the future, together with additional difference data capacity for 3D. Many of today's DTV broadcasters are delivering the premiere HDTV signal OTA to millions of HDTV sets across this country as free television, and they should be given a fair opportunity to maintain resolution leadership into the future.

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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