Reach Your Audience with American Tower

Kansas City Market – Repack Update
May 18, 2016
Agenda

- American Tower Team in Attendance
- Our Broadcast Business
- American Tower in Kansas City
- TV Incentive Auction/Repack Update
- Are You Ready for Repack
- American Tower Solutions
The American Tower Team

- VP of Broadcast:
  - Peter Starke
- Broadcast Operations:
  - Chris Nixon
- FM/LPTV Sales Team:
  - Patrick Capone
  - Ken Hall
Our Broadcast Business

- Our roots are in broadcasting… We began as a broadcaster and broadcast tower company
  - In industry over 20 years
- Own largest portfolio of broadcast towers in the U.S.
  - 400+ broadcast towers across 80+ DMAs
  - 1,400+ sites in use by broadcasters
- Led by most experienced broadcast team in the industry
- Driving market innovation to meet evolving media technologies
Our Broadcast Towers Across the U.S.

Plus 40,000 towers nationwide
American Tower in Kansas City

- Kansas City Broadcast Towers:
  - KC RT #282654
  - KC – KMXV #3201
  - Independence Broadcast #35238
  - KC Wallace Ave #273574

- Market Customer Summary:
  - Full Power TV 3
  - Low Power TV 5
  - FM Main Only 6
  - FM Main + Aux 10
  - FM Aux 5
  - FM translator 7
Incentive Auction

“A market-based approach to repurposing 600 MHz spectrum, providing broadcasters the opportunity to sell their spectrum usage rights while retaining the flexibility to remain on-air”

Broadcasters relinquish spectrum usage rights for compensation

Mobile Broadband providers bid for spectrum licenses
Reverse Auction

TV licensees can:

**Participate in Auction**

- **Win** (Sell spectrum to FCC)
  - End OTA broadcast operations
  - Change band from UHF to Lo-V or Hi-V
  - Enter into a channel sharing agreement with a non participant or non winning licensee
- **Lose** (Spectrum not needed or too low a bid)
  - Enter into an involuntary channel repack plan

**Not Participate in Auction**

- Enter into an involuntary channel repack plan
Status of Incentive Auction

FCC recently announced:

- **Spectrum clearing target 126 MHz (Ch.30-Ch.51)**

  Reimbursement of repack related work completed prior to release of channel allocations is reimbursable for repacked stations

- Reverse Auction begins May 30

- ATC pro-actively working with customers to be ready for “surge”
Ready for Repack

ATC is committed to supporting the TV licensees

- Dedicated ATC repack team
- Engaged with the FCC and NAB on all pre repack activity
- Exploring all tower-by-tower repack options
- Preparing for post channel allocation 90 Day Surge
- Offering repack solutions:
  - Planning, construction services and management
  - Interim and permanent repack RF options, including broadband antennas
Broadband Antenna Solution

- ATC currently operates 29 broadband TV antennas in the U.S.
- Develop joint plans with Broadcasters to gain participation on new ATC Broadband Antenna as main or auxiliary solutions
- Help leverage FCC incentive reimbursement

Value propositions

- 100% site redundancy main or auxiliary solution – utilize separate facilities
- New state-of-the-art antenna – supports ATSC 3.0 technology
- Speed to market – beat FCC 39 month construction timeline
- Improved performance – possible height increase or site positioning
- Minimize Over-the-Air (OTA) downtime for current operations
- Mitigate risks during potentially disruptive repack period
# Kansas City – TV “Out of Core” Licenses

<table>
<thead>
<tr>
<th>Station</th>
<th>Channel</th>
<th>Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>KPXE</td>
<td>30</td>
<td>ION</td>
</tr>
<tr>
<td>KCWE</td>
<td>31</td>
<td>HEARST</td>
</tr>
<tr>
<td>WDAF</td>
<td>34</td>
<td>TRIBUNE</td>
</tr>
<tr>
<td>KMCI</td>
<td>41</td>
<td>SCRIPPS</td>
</tr>
<tr>
<td>KSHB</td>
<td>42</td>
<td>SCRIPPS</td>
</tr>
<tr>
<td>KSMO</td>
<td>47</td>
<td>MEREDITH</td>
</tr>
</tbody>
</table>
Kansas City – TV Potential Repack Solution

Independence Broadcast Site #35238

¬ Reconfigure the KSMO-TV antenna arbor
¬ Install BB side mount Temp/Aux antenna at 990 to 1030 AGL
¬ Provide space for KSMO to operate while reconfiguring the candelabra with E-pol broadband antenna for KSMO + KPX + Others?
¬ Leave Temp antenna as permanent broadband auxiliary
¬ Coordinate installation with FM’s
Kansas City – TV Potential Repack Solution

K/C RT Site #282654

▶ Reconfigure KPX-E-TV candelabra arbor
▶ KPX-E has option to;
   ▶ Move to Independence BBA as main or high power aux
   ▶ Operate on Independence aux and return to K/C RT with new main single freq. antenna
▶ Coordinate installation with FM’s
Kansas City – Mitigating FM Impact

FM operations are distributed across all four ATC tall towers

- Four stations on separate antennas on Independence candelabra
- Seven combined stations on ATC owned Master system on K/C RT candelabra as well as one station on separate antenna
- Four stations on three separate antennas on Wallace Ave site
- Three stations on two separate antennas on KMXV site

Locate aux operations on separate towers from main

- Ensure high power operation while work is done on TV antennas
- Additional capacity on K/C RT master system available for aux or main
- Examine combining capabilities on Independence candelabra systems
- Re-distribute aux’s to other towers from existing locations
Thank You

» Open Discussion