



FOR IMMEDIATE RELEASE
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**MSTV/NAB FILE AT FCC: BROADCASTING IS PART OF THE
BROADBAND SOLUTION AND BROADBAND TASK FORCE URGED TO
HONOR GOVERNMENT'S PROMISE TO THE AMERICAN PUBLIC**

Washington, DC: Responding to a request for information by the Federal Communications Commission's (FCC) Broadband Task Force regarding the use of broadcast spectrum, the Association for Maximum Service Television (MSTV) and the National Association of Broadcasters (NAB) submitted a joint filing including a technical analysis. David Donovan, President of MSTV, summarized the filing:

"Congress, the FCC and the Administration promised the American public that free, local over-the-air digital broadcasting would bring them high definition pictures and more digital channels. Relying on this promise, consumers spent more than \$109 billion on DTV receivers and digital to analog converter boxes. This investment should not be stranded. We urge the Broadband Task Force to honor the government's promise as it moves forward with its recommendations. Today's submission provides the framework for examining this nation's communications infrastructure and the critical role played by local, over-the-air digital broadcast television.

Advanced broadband services and digital television are not mutually exclusive. Television broadcasting has exclusive use of only 5.18% of the so-called beachfront spectrum coveted by the wireless telephone companies. With HDTV, multicasting, mobile service and new competitive options, broadcasting is part of the solution. Broadcasting's technical architecture is the most efficient way to simultaneously transmit high quality video content in real time to the home and to mobile devices.

As a "public good," broadcasting is essential to the provision of local news and emergency information. Mobile capability enhances our ability to reach all Americans during emergencies. The Brattle Group's study fails to recognize these important facts, and suffers from numerous methodological flaws. When all economic and social factors are considered, consumers will lose if the spectrum used for local digital broadcasting is eliminated or diminished.

Like most spectrum battles, wireless telephone companies claim they need more spectrum. A close examination of the models used in their request, however, casts doubt on the validity of this claim. Accordingly, the FCC should conduct a rigorous spectrum inventory examining actual usage, before considering reallocating any spectrum.

We look forward to working with the Commission. Universal, free, over-the-air digital television must be allowed to continue its service to the American public in the digital age."

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