



The Canadian Government issues AWS auction rules to promote increased competition in the wireless industry

After a lengthy public consultation process Industry Canada released its policy for the mobile license auction in the 1.7 and 2.1 GHz range – Advanced Wireless Services (AWS). The auction is now scheduled to start on May 27, 2008.

In a dramatic demonstration of the Government’s desire to promote development of new competitors in wireless in Canada, and increase choice for consumers, the auction process will include three licenses – 40 MHz of spectrum – reserved for new entrant bidding.

The total of 105 MHz in the auction includes extra PCS spectrum as well as licenses for the 1670-1675 MHz band. With 40 MHz for new entrants, this leaves 65 MHz open to all bidders.

Industry Canada had originally planned to issue five AWS licenses in each geographic area, which would have been a different band plan from that used in the US. In the November 28 release, this was modified so there are now six licenses aligned with the US structure.

Using varying geographic definitions for licenses, the auction will be for 292 licenses covering the country (instead of 504 as originally proposed) – some licenses for specific urban markets, others for entire provinces or portions of provinces.

LYA has unique experience in Canadian spectrum processes and auctions going back 10 years. In 1997 we consulted to Industry Canada on development of its policy to license spectrum via auctions. We have participated with bidders in all of the Canadian spectrum auctions to date. We provide auction training and development of bidding strategies and have participated directly in the bidding room.

LYA's clients have a strategy which is well-defined ahead of the auction and as a result they execute successfully during the auction. Spectrum auctions are a high-stakes and complex game and winning means being well prepared. To start you on the path to success and to ensure your team fully understands the spectrum lay-of-the-land, there is no time like the present for you to benefit from the **LYA® 2007 Canadian Spectrum Strategy and Auction Seminar**. Please consult our [brochure](#) for details and send an email to lya@lya.com to reserve your date. **Note – the LYA spectrum seminar will only be offered until February 29, 2008.**

Also LYA keeps you abreast every day of developments via the LYA® Daily Canadian Communications Regulatory and Policy Alert. Keeping up with Industry Canada, the CRTC, the Competition Bureau, Parliamentary Committees, etc., is a job we do for you



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