



LYA® 2008 Canadian Spectrum Strategy and Auction Seminar

One day seminar presented by Lemay-Yates Associates Inc.

We are pleased to introduce the newly updated **LYA® 2008 CANADIAN SPECTRUM STRATEGY AND AUCTION SEMINAR** developed to provide a concentrated intensive learning experience integrating auction theory, technologies, regulations, competitive and industry dynamics.

THE SEMINAR WILL ASSIST IN PREPARATION FOR THE UPCOMING CANADIAN AWS AUCTION – YOU NEED TO ACT QUICKLY HOWEVER – THIS SEMINAR WILL ONLY BE OFFERED UP TO FEBRUARY 29, 2008

Why the LYA® SEMINAR?

Wireless services are the fastest growing area of the telecom business and its largest single market segment. In many countries mobile penetration exceeds 100% of the population and connections have outstripped fixed lines. In mid-2006, the FCC auctioned US licenses for AWS spectrum garnering US\$13.7 billion in bidding. On November 28, 2007 Industry Canada initiated the Canadian AWS auction that will take place starting on May 27, 2008.

The LYA® seminar is a valuable tool as a kick-off for your auction bidding team or as a part of strategy development for spectrum initiatives.

Benefit from our UNIQUE EXPERIENCE...

- **BUSINESS PLANNING FOR SPECTRUM BASED INITIATIVES:** LYA provides business plan development and financial modeling for mobile and fixed wireless service providers.
- **SPECTRUM POLICY AND REGULATION:** LYA has provided analysis and valuation of auction policy for mobile licenses to Industry Canada.
- **LICENSE VALUATION:** LYA developed license valuations for bidders in all four Industry Canada auctions to date.
- **AUCTION TRAINING:** LYA provided independent auction training and strategy to major bidders in previous Industry Canada auctions and in anticipation of the upcoming AWS auction.
- **TECHNOLOGY AND NETWORK DUE DILIGENCE:** LYA has assessed technologies for mobile and fixed deployment, including technology and network due diligence reviews.
- **SUCCESSFUL BIDDING:** LYA's clients successfully acquired the targeted set of licenses that were consistent with strategy going into the auctions.
- **HANDS-ON BIDDING ROOM EXPERIENCE:** LYA participated in the bidding room for two of the four Industry Canada auctions held to date.
- **EXPERT TESTIMONY:** LYA has developed expert submissions in Industry Canada and CRTC consultations on technology, licensing, benchmarks, license fees and industry structure.
- **NON-AUCTION LICENSE PROCESSES:** LYA has participated in non-auction licensing processes, including the 1995 PCS comparative selection, MCS licensing, rural PCS and others.

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At LYA, we have hands-on experience in development of spectrum based businesses, we are recognized experts in spectrum valuation and technologies and we have conducted considerable research and numerous assessments in all of the major wireless spectrum bands.

After this SEMINAR, your team will be primed and ready for action.

TABLE OF CONTENTS OF THE SEMINAR MATERIAL

- Section 1 - The “big three” spectrum trends and the Canadian gap
- Section 2 - Spectrum landscape and key bands
- Section 3 - Fixed wireless technologies – WiMAX, 4G, MCS/MDS
- Section 4 - Mobile technologies and mobile TV – 3G/4G, AWS, FLO
- Section 5 - Regulatory and licensing
- Section 6 - Auctions and AWS in Canada
 - Competitive entry and spectrum set-asides
 - Roaming, tower sharing, license areas
 - Auction process, eligibility, deposits
 - Bands and licenses – AWS, 1670 MHz, PCS expansion
- Section 7 – Experience and learning from past auctions
 - Canada – 24/38 GHz, Additional PCS, 2.3/3.5 GHz
 - UK – 3.4 GHz
 - US – Advanced wireless services (AWS)
- Section 8 - Spectrum strategies of key Canadian competitors
- Section 9 - Steps leading to the auction and discussion

*Each participant will receive a **150 page document binder** of seminar materials.*

Note – the content is semi-customized to the needs of the audience and can be tailored to your specific interests and requirements

The seminar is provided in an intensive 1-day session at a time and location convenient to your staff. The Presenter is Mr. Robert K. Yates, an expert in wireless business plans, spectrum valuation and auctions. Mr. Yates also brings unparalleled expertise in the telecommunications landscape and perspective on the service providers and technologies.

Note – The seminar can be presented in English or French. Materials are provided in English.

Please call us at (514) 288-6555 or contact us by email at lya@lya.com to obtain pricing and schedule your session – dates available starting December 20, 2007 up to February 29, 2008. Please do not hesitate to visit our web site at www.LYA.com for more information.

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