



LYA® Spectrum Strategy and Auction Seminar

One-day in-house seminar presented by Lemay-Yates Associates Inc.

We are pleased to introduce the newly updated **LYA® SPECTRUM STRATEGY AND AUCTION SEMINAR** developed to provide a concentrated intensive learning experience integrating auction theory, technologies and regulations as well as competitive and industry dynamics. **In a mobile broadband world**, the right spectrum strategy and spectrum assets can provide a critical competitive edge to telecommunications operators.

THE SEMINAR PROVIDES A COMPREHENSIVE REVIEW AND DISCUSSION OF MOBILE AND FIXED SPECTRUM BANDS AND THEIR ASSOCIATED TECHNOLOGIES. THE SEMINAR HELPS PARTICIPANTS DEVELOP THEIR OWN TECHNOLOGY AND SPECTRUM ROADMAP AS WELL AS ASSESS HOW MUCH SPECTRUM THEY MAY NEED GOING FORWARD LEADING TO PLANNING THEIR PARTICIPATION IN UPCOMING SPECTRUM AUCTIONS

Why the LYA® SEMINAR?

The LYA® seminar is a valuable tool to kick start your auction bidding team prior to spectrum auctions or as a part of overall 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.
- **LICENSE VALUATION:** LYA has developed license valuations for bidders prior to many spectrum auctions and conducted spectrum valuation exercises for both fixed and mobile spectrum in a number of frequency bands, supporting spectrum license acquisitions of transfers
- **AUCTION TRAINING:** LYA provides independent auction training and strategy planning for bidders prior to spectrum auctions
- **TECHNOLOGY AND NETWORK DUE DILIGENCE:** LYA has developed and assessed technologies and their evolution for mobile and fixed services, and conducted technology and network due diligence reviews for new wireless carriers and their investors.
- **HANDS-ON BIDDING ROOM EXPERIENCE AND SUCCESSFUL BIDDING:** LYA participated in the bidding room for a number of spectrum auctions, supporting clients in the implementation of their strategies on a round by round basis. LYA's clients successfully acquired the targeted set of licenses that were consistent with strategy going into the auctions.
- **EXPERT TESTIMONY:** LYA has developed expert submissions in Industry Canada and CRTC consultations on technology, licensing, benchmarks, license fees and industry structure. LYA Public Reports can be downloaded from our web site at www.lya.com

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

DRAFT TABLE OF CONTENTS OF THE SEMINAR*

Section 1 - Discussion of spectrum landscape and key bands internationally and per major area: North America, Europe, South America, overview of Asia-Pacific and of the Middle East

- *Discussion of the role of spectrum in fulfilling national broadband strategies: USA, European Union SRPP, Germany, Canada, Australia, etc.*

Section 2 - Technology evolution roadmap – 3GPP, LTE, 3G/4G, WiMAX, WiFi

- *Overview of the technology ecosystem per frequency band including mobile devices*

Section 3 - How much spectrum do you need? A discussion of the impact of market penetration, commercial strategies and technologies deployed on the spectrum needs of individual operators

Section 4 - Comparative discussion of various approaches to auction spectrum licenses: SMRA, CCA, package bidding, etc..

Section 5 - Competition considerations related to spectrum auctions and their potential impact

- *Competitive entry and spectrum set-asides*
- *Roaming, tower sharing, license areas*
- *Proposed auction process, eligibility, deposits*
- *Band plans and licenses specific to upcoming auction (if applicable)*

Section 6 - Experience and learnings from past auctions: rules, tactics and outcomes including prices

- *USA - Air-ground services, Advanced wireless services (AWS) in 2006 and 700 MHz Auction in 2008*
- *Canada – 24/38 GHz, Additional PCS, 2.3/3.5 GHz, AWS, Air to Ground services*
- *UK – 3.4 GHz (2003) and 3G (2001)*
- *Europe – The German 2010 Super Auction and the 2011 Spain Auction*

Section 7 - Planning leading to an auction and discussion

*Each seminar participant will receive a **complete documentation** for the Seminar in electronic format.*

***Note – the content of the Seminar is semi-customized to the needs of each audience**

The seminar is provided in an intensive 1-day session at a time and location convenient to your staff.

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. Please do not hesitate to visit our web site at www.LYA.com for more information on LYA and on our service, on our c-Ahead research program and on our publications.

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