

**Supporting Statement
Request for Experimental Authorization
KSAZ-TV, Phoenix, AZ, Facility ID 35587**

NW Communications of Phoenix, Inc. (“Licensee”), licensee of full power television station KSAZ-TV, Phoenix, AZ (Facility ID 25587) pursuant to 47 C.F.R. §§ 5.201, 5.601 and 5.602 (as applicable), respectfully requests that the Commission grant an Experimental Authorization to allow the Licensee to commence ATSC 3.0 operations on KFPH-CD, Phoenix, AZ (Facility ID 2739) beginning July 1, 2018 until such time as the necessary license applications are available for filing.¹ Experimental Authorization is required because the Commission has not finalized the forms required for authorization for stations to commence ATSC 3.0 operations.² As demonstrated below, there is good cause in these circumstances to grant an Experimental Authorization to permit the KSAZ-TV to commence ATSC 3.0 operations.

On March 29, 2018, the Commission granted Experimental Authorization beginning March 31, 2018 to KFPH-CD,³ and the station is operating as the first “lighthouse” station in the Phoenix, AZ television market. As outlined in the underlying application, KFPH-CD is participating with other stations in the Phoenix Designated Market Area (“DMA”) in the implementation of ATSC 3.0. Phoenix was chosen as a model “test bed” market because it is Phase 1 of the post-Incentive Auction “repack.”

KSAZ-TV is applying to be the second station in the market to transmit in ATSC 3.0. The “test bed” will allow stations and their industry partners to (1) test core television service as well as new business models; (2) develop a common service framework to facilitate nationwide deployment of ATSC 3.0 service, including best practices and mechanisms for optimizing ATSC 3.0 for consumers, broadcasters, multichannel video programming distributors (“MVPDs”), the consumer electronics industry, and network providers; (3) test consumer devices; and (4) provide an opportunity for real-time consumer input on the ATSC 3.0 consumer experience, including through surveys and focus groups.

¹ See *In the Matter of Authorizing Permissive Use of the “Next Generation” Broadcast Television Standard*, Report and Order and Further Notice of Proposed Rulemaking, 32 FCC Rcd 9930 (rel. Nov. 20, 2017) (“hereinafter “Report and Order”). The majority of the rules authorizing ATSC 3.0 service became effective March 7, 2018.

² It is our understanding based on informal conversations with the FCC staff that it may take several months for the Office of Management and Budget to approve the forms, once they have been submitted, and that the applications in the LMS system may not be available until the end of the year.

³ Letter from Barbara A. Kreisman, Federal Communications Commission to Christopher G. Wood, Unimas Partnership of Phoenix, March 29, 2018, File No. 0000048971 (“*KFPH-CD Authorization Letter*”).

Licensee understands and agrees to the conditions for ATSC 3.0 operations in the Phoenix market as set forth in the *KFPH-CD Authorization Letter*.⁴ Additionally, the Licensee request operations under “licensed simulcast approach” as defined in the Report and Order.⁵

As detailed in the Engineering Statement attached to this application, the Licensee is not proposing to make any changes to its ATSC 1.0 transmitter location, antenna height, antenna pattern or effective radiated power. The Licensee and KFPH-CD are licensed to the city of Phoenix and are within the Phoenix (Prescott) DMA, thereby satisfying the coverage overlap, DMA, and community of license requirements set forth in the Report and Order.⁶

For the reasons set forth herein, Licensee requests that the Commission promptly authorize ATSC 3.0 operations for KSAZ-TV at the KFPH-CD transmission site. An Experimental Authorization will serve the public interest by helping to advance the technical capabilities of over-the-air television, while preserving viewers’ access to the ATSC 1.0 signal.

⁴ *Id.* at 3.

⁵ Report and Order at ¶¶ 50-52. Operation under the licensed simulcast approach will minimize the number of contractual amendments and waivers that would be required in the Phoenix market under the Commission’s current regulations. Additionally, a licensed simulcast approach makes clear that the originating station and not the host station is responsible for all regulatory compliance, including each station maintaining its own public inspection file, and gives the FCC clear enforcement authority over the originating station. *See also* 47 C.F.R. § 73.6029.

⁶ *See* 47 C.F.R. §73.3801(d).