



Federal Communications Commission
Washington, D.C. 20554

May 14, 2018

KPHO Broadcasting Corporation
Joshua Pila
1716 Locust Street
De Moines, IA 50309

Multimedia Holdings Corporation
Denise A. Branson
TEGNA Inc.
8350 Broad Street, Suite 2000
Tysons, VA 22102

Arizona Board of Regents for Arizona State University
Ian MacSpadden
555 N. Central Avenue, Suite 500
Phoenix, AZ 85004

Scripps Broadcasting Holdings LLC
David Giles
312 Walnut Street, 28th Floor
Cincinnati, OH 45202

NW Communications of Phoenix, Inc.
400 N. Capitol Street, NW, Suite 890
Washington, DC 20001

RE: ATSC 3.0 Phoenix Market
Trial, Extension of
Experimental Authorization,
LMS File Nos. 0000067921;
0000067922; 0000067923;
0000067924; 0000067925; and
0000068799

Dear Licensees:

This letter is in reference to the above captioned applications for experimental authority filed by the following stations: (1) KTVK, Phoenix, Arizona; (2) KPHO-TV, Phoenix, Arizona; (3) KPNX, Mesa, Arizona; (4) KAET, Phoenix, Arizona; (5) KSAZ-TV, Phoenix, Arizona; and (6) KNXV-TV, Phoenix, Arizona (collectively, "Stations").¹ The Stations request an extension of their existing

¹ The Stations are licensed as follows: KTVK and KPHO-TV are licensed to KPHO Broadcasting Corporation; KPNX is licensed to Multimedia Holding Corporation; KAET is licensed to the Arizona Board of Regents for Arizona State University; KSAZ-TV is licensed to NW Communications of Phoenix, Inc.; and KNXV-TV is licensed to Scripps Broadcasting Holdings LLC (collectively, Licensees).

experimental authority to transmit a Next Generation Television (Next Gen TV or ATSC 3.0) signal over the channel licensed to KFPH-CD, Phoenix, Arizona (KFPH-CD).² For the reasons below, we grant the Licensees' request for an extension of experimental authority under the Federal Communications Commission's (Commission) experimental rules, including Sections 5.201, 5.601 and 5.602 of the Commission's rules (Rules), respectively.³

The Licensees' each were granted experimental authority to operate an ATSC 3.0 guest signal over the ATSC 3.0 facilities of KFPH-CD.⁴ These authorizations were all part of the ATSC 3.0 broadcast "test bed" in Phoenix, Arizona (Phoenix Market Trial).⁵ To date the tests of the Phoenix Market Trial have been based on the four objectives set forth in the initial experimental authorization request: (1) to test ATSC 3.0 television service, as well as new business models; (2) to develop a framework to facilitate nationwide deployment of ATSC 3.0 service, including best practices; (3) to test consumer devices; and (4) to collect real-time consumer input through surveys and focus groups. With their request for renewal, the Licensees have included data and information received as a result of the Phoenix Market Trial. The Licensees state there is still a substantial amount of critical testing that is needed to provide both transitional and new innovative services to viewers. According to the Licensees, extension of their experimental authority will allow the Phoenix Market Trial to continue to provide an open test bed for industry innovation allowing not just broadcasters, but also equipment and receiver manufacturers to test and develop new ATSC 3.0 services and products.

We find that the public interest will be served by permitting the Stations to continue their testing of ATSC 3.0 signals over station KFPH-CD's facility in the Phoenix Market Trial. We agree that granting an extension of the existing experimental authority will help advance the technical capabilities of Next Gen TV and allow broadcasters to further evaluate the services and benefits that ATSC 3.0 can offer consumers. Because of spectrum capacity constraints and to accommodate all the stations that plan to participate in the Phoenix Market Trial, the Stations have requested continued flexibility to rotate their individual ATSC 3.0 guest signals on and off the ATSC 3.0 host station, KFPH-CD. Given the nature of this authorization as a market trial under our experimental rules, we find that it is appropriate to continue to permit the Stations authority to flexibly operate their individual ATSC 3.0 guest signals as proposed.

Accordingly, the requests for extension of experimental authority filed by the Licensees of the Stations **ARE GRANTED** pursuant to 47 CFR §§ 5.201, 5.601 and 5.602,⁶ and subject to the following conditions:

1. This experimental authorization expires six months from the date of this letter, subject to the terms and conditions set forth herein. There is no expectation of renewal.

² KFPH-CD is licensed to Unimas Partnership of Phoenix (Unimas) and is licensed to operate on channel 35.

³ 47 CFR §§ 5.201 (Broadcast experimental licenses); 5.601 (Product development trial); and 5.602 (Market trial).

⁴ On March 29, 2018, the Video Division granted television station KFPH-CD experimental authority to convert its station to ATSC 3.0 transmissions enabling the deployment of an ATSC 3.0 broadcast "test bed" in Phoenix, Arizona (Phoenix Market Trial).

⁵ The stated objectives of the Phoenix Market Trial are as follows: (1) test ATSC 3.0 television service, as well as new business models; (2) develop a framework to facilitate nationwide deployment of ATSC 3.0 service, including best practices; (3) test consumer devices; and (4) collect real-time consumer input through surveys and focus groups.

⁶ This action is being taken by the Video Division pursuant to the authority delegated to the Media Bureau under 47 CFR § 0.61.

2. The Licensees must continue to provide uninterrupted ATSC 1.0 service on their Stations' existing channels and authorized facilities. Operations of the Stations' individual ATSC 3.0 guest signals may in no way inhibit or diminish operation of their ATSC 1.0 service.
3. The Licensees must operate their individual ATSC 3.0 guest signals in a manner that is consistent with the licensed parameters for Station KFPH-CD, Phoenix, Arizona. The Licensees are solely authorized to operate from KFPH-CD's facility and in accordance with technical parameters assigned to KFPH-CD.
4. The Licensees must notify the Bureau at least 30 days before ceasing ATSC 3.0 operation if any of the Stations no longer plan to participate in the Phoenix Market Trial prior to the experimental authorization's expiration date.
5. Grant of the extension of the experimental authorization does not represent that the Licensees will be granted a license to transmit a signal pursuant to the ATSC 3.0 rules. Such evaluation will occur once the Next Gen TV licensing applications are available for filing with the Commission.
6. Any broadcaster equipment or end-user devices must receive (as applicable) the necessary Commission equipment authorizations prior to use.
7. Any other station that intends to participate in the Phoenix Market Trial and operate over KFPH-CD's channel must file its own application for experimental authority.
8. These experimental authorizations have been granted on a non-interference basis (*e.g.*, 47 CFR § 5.84) and may be immediately terminated if the operation causes harmful interference to any other licensed user (*e.g.*, licensed broadcast operations or licensed wireless microphones) or if either the Stations or their ATSC 3.0 host station, KFPH-CD, fails to comply with the conditions of grant. The Video Division, without the Consent of the Licensees, may modify the terms of or terminate this authorization for any other reason upon written notice to the Licensees.
9. As a NCE station, KAET is prohibited from broadcasting advertisements over its ATSC 3.0 guest signal. *See* 47 U.S.C. § 399b(b)(2). Any advertisements broadcast on KFPH-CD's ATSC 3.0 channel during the course of this experiment must be limited to those ATSC 3.0 streams aired by commercial broadcasters.

Sincerely,



Barbara A. Kreisman
Chief, Video Division
Media Bureau

Cc (via electronic mail):
Ann W. Bobeck, Esq.
Kenneth C. Howard, Esq.
Chris Wood, Esq.
Michael Beder, Esq.