

**Statement in Support of  
Renewal of Experimental Authorization for KPNX ATSC 3.0 Operations**

Multimedia Holdings Corporation (“Licensee”), licensee of full power television station KPNX, Mesa, AZ (Facility ID 35486) pursuant to 47 C.F.R. §§ 5.201, 5.601 and 5.602 (as applicable), respectfully requests the renewal of its Experimental Authorization (File No. 0000067923) to allow the Licensee to continue testing ATSC 3.0 operations on KFPH-CD, Phoenix, AZ (Facility ID 2739) (“Host”). As demonstrated below, there is good cause to grant renewal of this Experimental Authorization to continue testing “Next-Generation Television” in the Phoenix Market Trial.

The Video Division recently extended Host’s experimental authority to act as an ATSC 3.0 lighthouse in the Phoenix Market Trial through April 2, 2020.<sup>1</sup> Host’s licensee, Unimas Partnership of Phoenix (“Unimas”), explained that additional time under an experimental authorization was needed to develop and test advanced consumer applications, for participating stations to formalize ATSC 3.0 arrangements with their content suppliers, and to allow for further development and testing by broadcast equipment manufacturers and consumer electronics vendors.<sup>2</sup> The Division concluded that “granting an extension of the existing experimental authority will help advance the technical capabilities of Next Gen TV and allow participants in the Phoenix Market Trial to establish the necessary agreements in order comply with our rules.”<sup>3</sup>

KPNX is one of 11 television stations participating in the Phoenix Market Trial, including through the ATSC 3.0 simulcast of KPNX’s primary stream via Host.<sup>4</sup> In accordance with paragraph 6 of the conditions set forth in the *Unimas Second Extension*,<sup>5</sup> Licensee hereby requests an extension of its

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<sup>1</sup> Letter from Barbara A. Kreisman, Chief, Media Bureau Video Division, to Unimas Partnership of Phoenix, File No. 0000080914 (Oct. 2, 2019) (“*Unimas Second Extension*”).

<sup>2</sup> *Id.* at 2 & n.15.

<sup>3</sup> *Id.* at 3.

<sup>4</sup> *Id.* at 2.

<sup>5</sup> *Id.* at 3.

Experimental Authorization – to be coterminous with the *Unimas Second Extension* – so that KPNX may continue to participate in the Phoenix Market Trial. For the same reasons set forth in the *Unimas Second Extension*, an extension of KPNX’s Experimental Authorization is warranted to allow KPNX to continue contributing to the testing and development of ATSC 3.0 services and equipment. The grant of this extension will have no negative impact on KPNX’s ATSC 1.0 service, as demonstrated in the Engineering Statement attached to this filing (previously provided with Licensee’s earlier Experimental Authorization requests). The public interest therefore clearly will be served by allowing KPNX to continue participating in the Phoenix Market Trial’s efforts to test and refine ATSC 3.0 services.