

LARGEST STATION IN THE MARKET ANALYSIS

Section 73.622(f)(5) of the FCC rules states that licensees and permittees assigned a DTV channel in the initial DTV Table of Allotments may request an increase in either ERP in some azimuthal direction or antenna HAAT, or both, that exceed the initial technical facilities specified in Appendix B, up to that needed to provide the same geographic coverage area as the largest station within their market, whichever would allow the largest service area.

The herein proposed WETP-TV facility is in the Knoxville DMA market and has a 39.76 dB μ V/m F(50,90) noise limited contour which encompasses an geographical area of 41,938 km². All stations in the Knoxville DMA market were analyzed to identify the station which has the largest geographical coverage area. It was determined that the Licensed WBXX-TV facility having FCC File No.: BLCDT-20090619ABBD is the largest station in the Knoxville DMA market. The WBXX-TV 39.36 dB μ V/m F(50,90) protected noise limited contour encompasses an area of 49,936 km² which is 7998 km² greater in size than the proposed WETP-TV facility. As such the herein proposed WETP-TV facility will not match or exceed the largest station in the market.