

The Incentive Auction “By the Numbers”

Reverse Auction

\$10.05 billion	Revenues to winning broadcast stations
84 MHz	Cleared by the reverse auction process
175	Winning stations
\$304 million	Largest individual station payout
\$194 million	Largest non-commercial station payout
30	Band changing winners (moved to low- or high-VHF)
36	Winning stations receiving more than \$100 million
11	Non-commercial stations winning more than \$100 million

Forward Auction

\$19.8 billion	Gross revenues (2 nd largest in FCC auction history)
\$19.3 billion	Revenues net of requested bidding credits
\$7.3 billion	Auction proceeds for federal deficit reduction
70 MHz	Largest amount of licensed low-band spectrum ever made available at auction
14 MHz	Spectrum available for wireless mics and unlicensed use
2,776	License blocks sold (out of total of 2,912 offered)
\$1.31	Average price/MHz-pop <i>sold</i> in Top 40 PEAs
\$.93	Average price/MHz-pop <i>sold</i> nationwide
50	Winning bidders
23	Winning bidders seeking rural bidding credits
15	Winning bidders seeking small business bidding credits