



Federal Communications Commission  
Washington, D.C. 20554

DA 07-4576  
November 9, 2007

Michael E. Carosella  
QUALCOMM Incorporated  
5775 Morehouse Drive  
San Diego, CA 92121

Re: WPZA237, Atlanta-Athens, GA  
ULS File No. 0003114103

Dear Mr. Carosella,

On July 17, 2007, you filed an FCC Form 601 application for modification of station WPZA237, seeking authorization to operate on TV Channel 55 in the Atlanta-Athens, GA area.<sup>1</sup> Your application incorporates broadcaster consent, pursuant to section 27.60(b)(1)(iv) of the Commission's rules.<sup>2</sup> This rule section permits a 700 MHz Band licensee to obtain the written concurrence of a co-channel or adjacent channel TV/DTV broadcaster, whereby the incumbent broadcaster consents to accept higher levels of interference than the rule otherwise permits, subject to Commission approval.<sup>3</sup>

Your application includes a copy of a consent agreement between QUALCOMM Incorporated ("QUALCOMM") and the Mississippi Authority for Educational TV ("Mississippi Authority") licensee of WMAE-DT, channel 55, in Booneville, MS. In the agreement, the Mississippi Authority has agreed to accept potential interference to the population in the noise limited service contour of WMAE-DT's special temporary authorization (STA) facilities (BDSTA-20040204ADG). We note that this interference represents the total amount of interference that WMAE-DT will experience from QUALCOMM's proposed operations in the Atlanta-Athens, GA area, as well as other previously or concurrently authorized QUALCOMM facilities, and that Mississippi Authority's consent covers QUALCOMM's operations in all contributing markets. QUALCOMM will operate in Atlanta-Athens, GA from multiple sites.

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<sup>1</sup> The Commission placed the application on public notice. See Wireless Bureau Market-Based Applications Accepted for Filing, *Public Notice*, Report No. 3369 at 5 (rel. Aug. 15, 2007). No petitions have been filed against the application.

<sup>2</sup> See 47 C.F.R. § 27.60(b)(1)(iv).

<sup>3</sup> This approval process involves an analysis by the Media Bureau, under delegated authority, to determine whether grant of the application is in the public interest. See Service Rules for the 746-764 and 776-794 MHz Bands, and Revisions to Part 27 of the Commission's Rules, WT Docket No. 99-168, *Memorandum Opinion and Order and Further Notice of Proposed Rulemaking*, 15 FCC Rcd 20845 (2000) (basis for public interest analysis of Lower 700 MHz consent agreements); Reallocation and Service Rules for the 698-746 MHz Spectrum Band (Television Channels 52-59), GN Docket No. 01-74, *Report and Order*, 17 FCC Rcd 1022 (2002) (framework for public interest analysis of Lower 700 MHz "band-clearing" agreements) ("Lower 700 MHz Report and Order").

For the reasons discussed below, we find that grant of the application is in the public interest.<sup>4</sup> First, our approval of the application will allow QUALCOMM to deploy its MediaFLO (“forward link only”) technology, a “mediacast” service capable of delivering many channels of multimedia content to third generation (“3G”) wireless phones. According to QUALCOMM, which holds licenses for Channel 55 (Block D in the Lower 700 MHz Band) covering the entire nation, MediaFLO initially will provide up to fifteen live streaming video program channels, numerous video “clip cast” channels from which subscribers can choose video clips for viewing on-demand, and numerous audio channels.<sup>5</sup> QUALCOMM states that MediaFLO will be available at “mass market” prices for most of the nation’s over 194 million mobile phone customers, and that it will spur the development of new content and new technologies.<sup>6</sup> QUALCOMM also intends that the network will carry local programming and core public interest program content such as breaking news, weather, and public affairs, as well as maintain network capability to disseminate emergency alert information, in both visual (including textual) and auditory form. QUALCOMM further states that its MediaFLO technology offers distinct efficiency and cost advantages in delivering content to a large mobile subscriber base, as compared to cellular and higher-frequency based systems. Moreover, as QUALCOMM notes, MediaFLO will be affordable, readily available and will stimulate new development on a large scale within the emerging technology of mobile video.<sup>7</sup> Given that QUALCOMM’s business plan calls for an investment of \$800 million, grant of this application will contribute to the growth of the American economy.<sup>8</sup>

Second, with respect to WMAE-DT, while it is the sole station licensed to Booneville,<sup>9</sup> all viewers in the loss area will continue to receive service from one to four other noncommercial educational television stations, and no portion of the area of agreed-upon interference will be served by fewer than two TV/DTV stations. In addition, all of the area of agreed-upon interference is outside of the state of Mississippi. Of the 3,788 people who live in the area of agreed-upon interference, 3,530 are in the Memphis, TN DMA, 240 are in the Huntsville-Decatur, AL DMA, and 18 are in the Jackson, TN DMA. The cable and satellite penetration rates in those DMAs are 86.1%, 90.6% and 90.5%, respectively. QUALCOMM also submits a letter from the Executive Director of the Mississippi Authority, confirming that the Mississippi Authority intends to flash-cut on its current analog channel \*12 by the end of the transition, and that the revenues provided by QUALCOMM under their agreement will be used to implement this flash-cut and ready WMAE-DT for post-transition operation.

Accordingly, we believe that the public interest will be served by a grant of QUALCOMM’s application, conditioned upon operating within the technical parameters specified in the application, and in accordance with the Mississippi Authority Agreement. Any changes to the technical parameters of the proposed facilities that will result in levels of interference greater than those agreed to in the preceding

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<sup>4</sup> With respect to any stations receiving interference for which consent is not provided, we note that Qualcomm’s proposed operations are in accordance with the terms of the Commission’s Order granted October 13, 2006. See Qualcomm Incorporated Petition for Declaratory Ruling, *Order*, 21 FCC Rcd 11683 (2006).

<sup>5</sup> QUALCOMM Attachment to application for modification of Station WPZA238, ULS File No. 0002395142 at 5.

<sup>6</sup> *Id.*

<sup>7</sup> QUALCOMM Attachment at 5, 6.

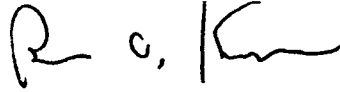
<sup>8</sup> QUALCOMM Attachment at 6.

<sup>9</sup> Noncommercial educational television stations are not rated by Nielson.


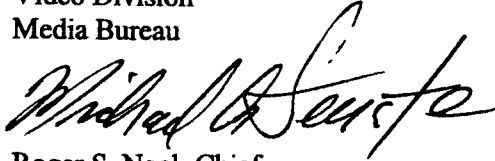
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agreements referenced herein, or that result in any additional interference under the thresholds established in the Commission's Qualcomm Order, will require separate Commission approval.

Sincerely,



Barbara A. Kreisman, Chief  
Video Division  
Media Bureau



Roger S. Noel, Chief  
Mobility Division  
Wireless Telecommunications Bureau