

DISH's wireless ambitions: report overview

This new 35 page report from Telecom, Media and Finance Associates (TMF Associates) provides a comprehensive review of the background to DISH's surprise bid for Sprint, discussing DISH's spectrum acquisitions, the demand/supply balance for spectrum in the US (including likely future auction prices), and DISH's vision for future wireless services. The report compares the bids from Sprint and SoftBank, and analyzes alternatives that DISH could pursue if its bid is unsuccessful, ranging from acquisition of alternative spectrum, through a sale of DISH's existing holdings, to a merger with DirecTV. Purchasers also receive a free hour long discussion with the author, and have the option to receive updates as events develop over the next three months.

Publication Date: May 1, 2013

Price: Corporate license \$1295 (\$1995 with updates)

Topics covered

- Background to DISH's bid
- Spectrum demand and valuation
- DISH's proposed solution
- SoftBank vs DISH
- Alternative options for DISH
- Predicting the outcome

All of your key questions answered

- What spectrum does DISH own?
- What are DISH's buildout plans?
- What are DISH and SoftBank's visions?
- What other spectrum will be auctioned?
- Are spectrum values increasing?
- Will DISH buy LightSquared?

About the author

Tim Farrar has over 20 years consulting experience across the satellite and telecom sector, and over the last decade has worked with satellite and wireless operators, equipment manufacturers and service providers, developing business plans and assisting in market and technical due diligence. He is well known as the leading commentator on terrestrial use of satellite spectrum, producing the first published reports on this topic in 2006 and 2007 and providing expert testimony in the DBSD bankruptcy proceedings in 2009. He has an M.A. and a Ph.D. from the University of Cambridge, UK and runs his own consulting company, Telecom, Media and Finance Associates, Inc. (www.tmfassociates.com), based in Menlo Park, CA, which specializes in the technical and financial analysis of telecom ventures.



DISH's wireless ambitions

1	DISH's bid for Sprint	1
1.1	Background	1
1.2	Spectrum demand and valuation	6
1.2.1	Recent spectrum transactions	10
1.2.2	Upcoming spectrum auctions	13
1.3	DISH's proposed "complete solution"	16
1.3.1	DISH's mobile video plans	16
1.3.2	DISH's fixed broadband access plans	19
1.4	SoftBank vs DISH	21
2	Alternative options for DISH	27
2.1	Options for spectrum and network buildout	27
2.2	Options for a sale of DISH's spectrum	31
2.3	Options outside the wireless business	33
3	Predicting the outcome	35
	About TMF Associates	37

ORDER FORM

DISH's Wireless Ambitions, May 2013



CONTACT INFORMATION

Name

Title

Company

Address

City / State / ZIP code

Country

Email

Phone

ORDER

US\$1295 Corporate license with
1 hour free consultation

US\$1995 Corporate license with
2 hours of consultations and
updates through end July

Subscriptions to our information service with details on
other spectrum-related issues are also available

For more information, please contact us.

PAYMENT METHOD

Check: attach a check in US dollars
payable to Telecom, Media and Finance
Associates, Inc.

Wire transfer: please call for details

Credit card: complete information below

Mastercard Visa Amex

Credit card number

Expiration date (month/year)

CVV code

Name as it appears on the card

Billing address (if different from above)

City / State / ZIP code

Country

Signature and date

**RETURN THIS FORM BY FAX TO +1 650 839 0375 OR BY MAIL/EMAIL TO:
TMF ASSOCIATES, 3705 HAVEN AVENUE, SUITE 113, MENLO PARK, CA 94025
FOR MORE INFORMATION PLEASE CALL TIM FARRAR ON +1 650 839 0376 OR
EMAIL: TIM@TMFASSOCIATES.COM**