

Defense Media Activity

Fiscal Year (FY) 2011 Budget Estimates

February 2010



Procurement, Defense-Wide

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**DEFENSE MEDIA ACTIVITY
OTHER PROCUREMENT Exhibits
Fiscal Year (FY) 2011 Budget Estimate
February 2010**

Defense-Wide Procurement (PDW) Appropriation

EXHIBITS

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DEFENSE MEDIA ACTIVITY
Other Procurement, Defense-Wide
FY (FY) 2011 Budget Estimate Submission

Procurement Narrative

(\$ in Millions)

FY 2011 Estimate	\$ 10.478
FY 2010 Estimate	\$ 10.118
FY 2009 Actual	\$ 11.125

Purpose and Scope

These funds provide for procurement of mission essential equipment for the Defense Media Activity (DMA).

Justification of Funds

Major Equipment and Systems

The Defense Media Activity (DMA) Fiscal Year 2011 program of \$10.478 will provide capital investment funds for a part of the multi-year initiative for automation of major equipment and systems used to execute the media and visual information, overseas radio and television information and joint training and education missions. The increase in FY 2011 represents initial funding for replacement of analog systems with digital technology as part of the normal life cycle and in support of the conversion to high definition (HD) technology as the broadcasting industry standard, and improved storage, management, and distribution of DoD imagery and visual information products.

DMA - Procurement Narrative

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Defense-Wide
FY 2011 President's Budget
Exhibit P-1 FY 2011 Base and Overseas Contingency Operations (OCO) Request
Summary
(Dollars in Thousands)

21 Jan 2010

Appropriation -----	FY 2009 (Base & OCO) -----	FY 2010 Base & OCO Enacted -----	FY 2010 Supplemental Request -----	FY 2010 Total -----
Procurement, Defense-Wide	11,125	10,118		10,118
Total Defense-Wide	11,125	10,118		10,118

UNCLASSIFIED

Defense-Wide
FY 2011 President's Budget
Exhibit P-1 FY 2011 Base and Overseas Contingency Operations (OCO) Request
Summary
(Dollars in Thousands)

21 Jan 2010

Appropriation -----	FY 2011 Base -----	FY 2011 OCO -----	FY 2011 Total Request -----
Procurement, Defense-Wide	10,478		10,478
Total Defense-Wide	10,478		10,478

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Defense-Wide
FY 2011 President's Budget
Exhibit P-1 FY 2011 Base and Overseas Contingency Operations (OCO) Request
Summary
(Dollars in Thousands)

21 Jan 2010

Organization: Procurement, Defense-Wide -----	FY 2009 (Base & OCO) -----	FY 2010 Base & OCO Enacted -----	FY 2010 Supplemental Request -----	FY 2010 Total -----
Defense Media Activity, DMACT	11,125	10,118		10,118
Total	11,125	10,118		10,118

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Defense-Wide
FY 2011 President's Budget
Exhibit P-1 FY 2011 Base and Overseas Contingency Operations (OCO) Request
Summary
(Dollars in Thousands)

21 Jan 2010

Organization: Procurement, Defense-Wide -----	FY 2011 Base -----	FY 2011 OCO -----	FY 2011 Total Request -----
Defense Media Activity, DMACT	10,478		10,478
Total	10,478		10,478

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Defense-Wide
FY 2011 President's Budget
Exhibit P-1 FY 2011 Base and Overseas Contingency Operations (OCO) Request
Summary
(Dollars in Thousands)

21 Jan 2010

Appropriation: Procurement, Defense-Wide

Budget Activity -----	FY 2009 (Base & OCO) -----	FY 2010 Base & OCO Enacted -----	FY 2010 Supplemental Request -----	FY 2010 Total -----
01. Major equipment	11,125	10,118		10,118
Total Procurement, Defense-Wide	11,125	10,118		10,118

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Defense-Wide
FY 2011 President's Budget
Exhibit P-1 FY 2011 Base and Overseas Contingency Operations (OCO) Request
Summary
(Dollars in Thousands)

21 Jan 2010

Appropriation: Procurement, Defense-Wide

Budget Activity -----	FY 2011 Base -----	FY 2011 OCO -----	FY 2011 Total Request -----
01. Major equipment	10,478		10,478
Total Procurement, Defense-Wide	10,478		10,478

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Defense-Wide
 FY 2011 President's Budget
 Exhibit P-1 FY 2011 Base and Overseas Contingency Operations (OCO) Request
 (Dollars in Thousands)

Appropriation: 0300D Procurement, Defense-Wide

Date: 21 Jan 2010

Line No	Item Nomenclature	Ident Code	FY 2009 (Base & OCO) Quantity Cost	FY 2010 Base & OCO Enacted Quantity Cost	FY 2010 Supplemental Request Quantity Cost	FY 2010 Total Quantity Cost	S e c
Budget Activity 01: Major equipment							

Major Equipment, DMACT							
29	Major Equipment		7 11,125	4 10,118		4 10,118	U
Total Major equipment			11,125	10,118		10,118	
Total Procurement, Defense-Wide			11,125	10,118		10,118	

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Defense-Wide
FY 2011 President's Budget
Exhibit P-1 FY 2011 Base and Overseas Contingency Operations (OCO) Request
(Dollars in Thousands)

Appropriation: 0300D Procurement, Defense-Wide

Date: 21 Jan 2010

Line	Ident	FY 2011	FY 2011	FY 2011	S
No	Code	Base	OCO	Total Request	e
----	-----	Quantity	Cost	Quantity	Cost
----	-----	-----	-----	-----	-----
Budget Activity 01: Major equipment					

Major Equipment, DMACT					
29 Major Equipment		4	10,478	4	10,478 U
		-----	-----	-----	-----
Total Major equipment			10,478		10,478
		-----	-----	-----	-----
Total Procurement, Defense-Wide			10,478		10,478

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DEFENSE MEDIA ACTIVITY
Procurement, Defense-Wide (PDW)
FY 2011 Budget Estimate Submission
Cost Analysis (P-5)

Exhibit P-5 Cost Analysis			Weapon System				Date	
(Page 1)							Feb 2010	
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number							P-1 Line Item Nomenclature	
Procurement, Defense-wide, Defense Media Activity							Major Equipment, DMA	
WBS COST ELEMENTS (Tailor to System/Item Rqmts)	2009 Unit Cost	2009 Total Cost	2010 Unit Cost	2010 Total Cost	2011 Unit Cost	2011 Total Cost	2012 Unit Cost	2012 Total Cost
<u>OVERSEAS RADIO & TELEVISION EQUIPMENT</u>								
Television Equipment	1.967	1.967	0.000	0.000	0.000	0.000	0.000	0.000
Radio, TV, satellite, production, distribution equip.	0.000	0.000	8.909	8.909	9.338	9.338	13.148	13.148
Air Force Production Equipment	0.000	0.000	0.000	0.000	0.000	0.000	0.280	0.280
Satellite Equipment	0.900	0.900	0.000	0.000	0.000	0.000	0.000	0.000
AFN Vincenza Relocation	0.600	0.600	0.000	0.000	0.000	0.000	0.000	0.000
AM Tower (Phase II) Weiskirchen, GE	0.300	0.300	0.000	0.000	0.000	0.000	0.000	0.000
Generator Replacement	0.550	0.550	0.000	0.000	0.000	0.000	0.000	0.000
Telephone Switch Replacement	0.440	0.440	0.000	0.000	0.000	0.000	0.000	0.000
Programming & Traffic System Replacement	1.700	1.700	0.000	0.000	0.000	0.000	0.000	0.000
Subtotal	6.457	6.457	8.909	8.909	9.338	9.338	13.428	13.428
<u>NEWS & MEDIA INFORMATION EQUIPMENT</u>								
AFRTS TCP HD Upgrade (Phase 1)	0.830	0.830	0.000	0.000	0.000	0.000	0.000	0.000
Radio Broadcast System	0.879	0.879	0.000	0.000	0.000	0.000	0.000	0.000
AFRTS TCP HD Upgrade (Phase 2)	2.119	2.119	0.000	0.000	0.000	0.000	0.000	0.000
Network Storage Management System	0.500	0.500	0.900	0.900	0.800	0.800	0.800	0.800
Subtotal	4.328	4.328	0.900	0.900	0.800	0.800	0.800	0.800
<u>JOINT PUBLIC AFFAIRS & VISUAL INFORMATION</u>								
Digital TV Studio (BOMD)	0.340	0.340	0.000	0.000	0.000	0.000	0.000	0.000
Digital TV Studio (BTVEM)	0.000	0.000	0.309	0.309	0.000	0.000	0.000	0.000
Dry Process Photo Printers (LCM)	0.000	0.000	0.000	0.000	0.340	0.340	0.000	0.000
HDTV Studio Upgrades	0.000	0.000	0.000	0.000	0.000	0.000	0.339	0.339
Subtotal	0.340	0.340	0.309	0.309	0.340	0.340	0.339	0.339
DMA TOTAL	11.125	11.125	10.118	10.118	10.478	10.478	14.567	14.567

P-1 Line Item No. 29

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DEFENSE MEDIA ACTIVITY
Procurement, Defense-Wide (PDW)
FY 2011 Budget Estimate Submission
Cost Analysis (P-5)

Exhibit P-5 Cost Analysis (Page 3)			Weapon System				Date	
							Feb 2010	
WBS COST ELEMENTS (Tailor to System/Item Rqmts)			2013 Unit Cost	2013 Total Cost	2014 Unit Cost	2014 Total Cost	2015 Unit Cost	2015 Total Cost
<u>OVERSEAS RADIO & TELEVISION EQUIPMENT</u>								
Radio, TV, satellite production and distribution equipment			13.885	13.885	13.856	13.856	10.366	10.366
Air Force Production Equipment			0.000	0.000	0.250	0.250	0.000	0.000
Subtotal			13.885	13.885	14.106	14.106	10.366	10.366
<u>NEWS & MEDIA INFORMATION EQUIPMENT</u>								
Network Storage Management System			0.800	0.800	0.800	0.800	0.800	0.800
Subtotal			0.800	0.800	0.800	0.800	0.800	0.800
<u>JOINT PUBLIC AFFAIRS & VISUAL INFORMATION</u>								
HDTV Transmission Systems			0.335	0.335	0.000	0.000	0.000	0.000
IPTV Network			0.000	0.000	0.340	0.340	0.000	0.000
FTX Site Equipment			0.000	0.000	0.000	0.000	0.340	0.340
Subtotal			0.335	0.335	0.340	0.340	0.340	0.340
DMA TOTAL			15.020	15.020	15.246	15.246	11.506	11.506

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DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2011 Budget Estimate Submission

Procurement History and Planning											
Exhibit P-5a, Procurement History and Planning				Weapon System				Date Feb 2010			
(Page 1)											
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number								P-1 Line Item Nomenclature			
Procurement, Defensewide, Defense Media Activity (DMA)								Major Equipment, DMA			
WBS COST ELEMENTS (Tailor to System/Item Rqmts)	Qty	Unit	Cost	Location of PCO	RFP Issue Date	Contract Method and Type	Contractor and Location	Award Date	Date of First Delivery	Tech Data Available Now?	Date Revisions Available
2009											
<u>NEWS & MEDIA INFORMATION DISTRIBUTION & TRANSMISSION EQUIPMENT</u>											
AFRTS TCP HD Upgrade (Phase 1)	1		0.830	AFRTS	Dec-08	FFP	Commnications Professionals	Feb-09	Jul-09	Y	N/A
AFRTS TCP HD Upgrade (Phase 2)	1		2.119	AFRTS	Mar-09	FFP	Commnications Professionals	Aug-09	Jan-10	Y	N/A
Radio Broadcast System	1		0.879	AFRTS	Mar-09	FFP	Motorola	Aug-09	Jan-10	Y	N/A
<u>OVERSEAS RADIO & TELEVISION DISTRIBUTION & TRANSMISSION EQUIPMENT</u>											
Television Equipment	1		1.967	AFRTS	Dec-08	FFP	Inovative Technologies	Feb-09	Jul-09	Y	N/A
Satellite Equipment	1		0.900	AFRTS	Mar-09	FFP	Open Text Corp	Aug-09	Jan-10	Y	N/A
AFN Vincenza Relocation	1		0.600	AFRTS	Dec-08	FFP	VMI	Feb-09	Jul-09	Y	N/A
AM Tower (PHASEII) Weiskirchen, GE	1		0.300	AFRTS	Mar-09	FFP	VMI	Aug-09	Jan-10	Y	N/A
Generator Replacement	1		0.550	DMC	Jul-09	C/FP	Inovative Technologies	Aug-09	Oct-09	Y	N/A
Telephone Switch Replacement	1		0.440	DMC	Jan-09	C/FP	Snader and Associates	Aug-09	Oct-09	Y	N/A
Programming & Traffic System Replacement	1		1.700	DMC	Mar-09	C/FP	Inovative Technologies	Aug-09	Jan-10	Y	N/A
<u>DEFENSE IMAGERY MEDIA OPERATIONS CENTER</u>											
Network Storage Management System	1		0.500	DIMOC	May-09	C/FP	Inovative Technologies	Aug-09	Oct-09	Y	N/A
<u>DEFENSE INFORMATION SCHOOL</u>											
Digital Studio (BOMD)			0.340	DMC	May-09	C/FP	Snader and Associates	Aug-09	Jan-10	Y	N/A
TOTAL	11		11.125								
P-1 Line Item No. 29											
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DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2011 Budget Estimate Submission

Procurement History and Planning											
Exhibit P-5a, Procurement History and Planning				Weapon System				Date			
(Page 2)								Feb 2010			
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number				P-1 Line Item Nomenclature							
Procurement, Defensewide, Defense Media Activity (DMA)				Major Equipment, DMA							
WBS COST ELEMENTS (Tailor to System/Item Rqmts)	Qty	Unit	Cost	Location of PCO	RFP Issue Date	Contract Method and Type	Contractor and Location	Award Date	Date of First Delivery	Tech Data Available Now?	Date Revisions Available
2010											
NEWS & MEDIA INFORMATION EQUIPMENT											
(Defense Imagery Information Center Equipment)											
Network Storage Management System	1		0.900	DIMOC	Apr-10	FFP	Unknown	Jul-09	Sep-10	N	Unknown
OVERSEAS RADIO & TELEVISION EQUIPMENT											
(AFRTS Production & Distribution Equipment)											
Radio, Television, and satellite production and distribution equipment and systems	1		8.909	AFRTS	Jan-10	C/FP	Unknown	May-10	Jul-10	N	Unknown
Joint Public Affairs & Visual Information Training											
(Defense Information School)											
Digital Studio (BTVEM)	1		0.309	DINFOS	May-10	C/FP	Unknown	Aug-10	Oct-10	N	Unknown
TOTAL	3		10.118								

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DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2011 Budget Estimate Submission

Procurement History and Planning											
Exhibit P-5a, Procurement History and Planning				Weapon System				Date			
(Page 3)								Feb 2010			
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number								P-1 Line Item Nomenclature			
Procurement, Defensewide, Defense Media Activity (DMA)								Major Equipment, DMA			
WBS COST ELEMENTS (Tailor to System/Item Rqmts)	Qty	Unit	Cost	Location of PCO	RFP Issue Date	Contract Method and Type	Contractor and Location	Award Date	Date of First Delivery	Tech Data Available Now?	Date Revisions Available
2011											
NEWS & MEDIA INFORMATION EQUIPMENT											
<u>(Defense Imagery Information Center Equipment)</u>											
Network Storage Management System	1		0.800	DIMOC	Apr-11	C/FP	Unknown	Jul-11	Sep-11	N	Unknown
OVERSEAS RADIO & TELEVISION EQUIPMENT											
<u>(AFRTS Production & Distribution Equipment)</u>											
Radio, Television, and satellite production and distribution equipment and systems	1		9.338	AFRTS	Jan-11	FFP	Unknown	May-11	Jul-11	N	Unknown
Joint Public Affairs & Visual Information Training											
<u>(Defense Information School)</u>											
Dry Process Photo Printers	1		0.340	DINFOS	May-11	C/FP	Unknown	Aug-11	Oct-11	N	Unknown
TOTAL	3		10.478								

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DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2011 Budget Estimate Submission

Procurement History and Planning											
Exhibit P-5a, Procurement History and Planning				Weapon System				Date			
(Page 4)								Feb 2010			
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number								P-1 Line Item Nomenclature			
Procurement, Defensewide, Defense Media Activity (DMA)								Major Equipment, DMA			
WBS COST ELEMENTS (Tailor to System/Item Rqmts)	Qty	Unit	Cost	Location of PCO	RFP Issue Date	Contract Method and Type	Contractor and Location	Award Date	Date of First Delivery	Tech Data Available Now?	Date Revisions Available
2012											
NEWS & MEDIA INFORMATION EQUIPMENT											
<u>(Defense Imagery Information Center Equipment)</u>											
Network Storage Management System	1		0.800	DIMOC	Apr-12	C/FP	Unknown	Jul-11	Sep-12	N	Unknown
OVERSEAS RADIO & TELEVISION EQUIPMENT											
<u>(AFRTS Production & Distribution Equipment)</u>											
Radio, Television, and satellite production and distribution equipment and systems	1		13.148	AFRTS	Jan-12	FFP	Unknown	May-11	Jul-12	N	Unknown
Air Force Production Equipment	1		0.280	AFRTS	Jan-12	FFP	Unknown	May-11	Jul-12	N	Unknown
Joint Public Affairs & Visual Information Training											
<u>(Defense Information School)</u>											
HDTV Studio Upgrades	1		0.339	DINFOS	May-12	C/FP	Unknown	Aug-12	Oct-12	N	Unknown
TOTAL	4		14.567								

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DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2011 Budget Estimate Submission

Procurement History and Planning											
Exhibit P-5a, Procurement History and Planning				Weapon System				Date			
(Page 5)								Feb 2010			
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number								P-1 Line Item Nomenclature			
Procurement, Defensewide, Defense Media Activity (DMA)								Major Equipment, DMA			
WBS COST ELEMENTS (Tailor to System/Item Rqmts)	Qty	Unit	Cost	Location of PCO	RFP Issue Date	Contract Method and Type	Contractor and Location	Award Date	Date of First Delivery	Tech Data Available Now?	Date Revisions Available
2013											
NEWS & MEDIA INFORMATION EQUIPMENT											
(Defense Imagery Information Center Equipment)											
Network Storage Management System	1		0.800	DIMOC	Apr-13	C/FP	Unknown	Jul-13	Sep-13	N	Unknown
OVERSEAS RADIO & TELEVISION EQUIPMENT											
(AFRTS Production & Distribution Equipment)											
Radio, Television, and satellite production and distribution equipment and systems	1		13.885	AFRTS	Jan-13	FFP	Unknown	May-13	Jul-13	N	Unknown
Joint Public Affairs & Visual Information Training											
(Defense Information School)											
HDTV Transmission Systems	1		0.335	DINFOS	May-13	C/FP	Unknown	Aug-13	Oct-13	N	Unknown
TOTAL	4		15.020								

P-1 Line Item No. 29
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DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2011 Budget Estimate Submission

Procurement History and Planning											
Exhibit P-5a, Procurement History and Planning				Weapon System				Date			
(Page 6)								Feb 2010			
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number								P-1 Line Item Nomenclature			
Procurement, Defensewide, Defense Media Activity (DMA)								Major Equipment, DMA			
WBS COST ELEMENTS System/Item Rqmts)	(Tailor to	Qty	Unit Cost	Location of PCO	RFP Issue Date	Contract Method and Type	Contractor and Location	Award Date	Date of First Delivery	Tech Data Available Now?	Date Revisions Available
2014											
NEWS & MEDIA INFORMATION EQUIPMENT											
(Defense Imagery Information Center Equipment)											
Network Storage Management System		1	0.800	DIMOC	Apr-14	C/FP	Unknown	Jul-14	Sep-14	N	Unknown
OVERSEAS RADIO & TELEVISION EQUIPMENT											
(AFRTS Production & Distribution Equipment)											
Radio, Television, and satellite production and distribution equipment and systems		1	13.854	AFRTS	Jan-14	FFP	Unknown	May-14	Jul-14	N	Unknown
Air Force Production Equipment		1	0.250	AFRTS	Jan-14	FFP	Unknown	May-14	Jul-14	N	Unknown
Joint Public Affairs & Visual Information Training											
(Defense Information School)											
HDTV Transmission Systems		1	0.340	DINFOS	May-14	C/FP	Unknown	Aug-14	Oct-14	N	Unknown
TOTAL		3	15.244								
P-1 Line Item No. 29											
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DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2011 Budget Estimate Submission

Procurement History and Planning											
Exhibit P-5a, Procurement History and Planning				Weapon System				Date			
(Page 7)								Feb 2010			
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number				P-1 Line Item Nomenclature							
Procurement, Defensewide, Defense Media Activity (DMA)				Major Equipment, DMA							
WBS COST ELEMENTS (Tailor to System/Item Rqmts)	Qty	Unit	Cost	Location of PCO	RFP Issue Date	Contract Method and Type	Contractor and Location	Award Date	Date of First Delivery	Tech Data Available Now?	Date Revisions Available
2015											
NEWS & MEDIA INFORMATION EQUIPMENT											
<u>(Defense Imagery Information Center Equipment)</u>											
Network Storage Management System	1		0.800	DIMOC	Apr-15	C/FP	Unknown	Jul-15	Sep-15	N	Unknown
OVERSEAS RADIO & TELEVISION EQUIPMENT											
<u>(AFRTS Production & Distribution Equipment)</u>											
Radio, Television, and satellite production and distribution equipment and systems	1		10.366	AFRTS	Jan-15	FFP	Unknown	May-15	Jul-15	N	Unknown
Joint Public Affairs & Visual Information Training											
<u>(Defense Information School)</u>											
HDTV Transmission Systems	1		0.340	DINFOS	May-15	C/FP	Unknown	Aug-15	Oct-15	N	Unknown
TOTAL	3		11.506								

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DEFENSE MEDIA ACTIVITY
Procurement, Defense-Wide (PDW)
FY 2011 Budget Estimate Submission

Budget Item Justification

Exhibit P-40, Budget Item Justification										Date
										Feb 2010
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number										P-1 Line Nomenclature
Procurement, Defense-wide/BA04, Defense Media Activity										Major Equipment - Line 29
Program Element for Code B Items										Other Related Program Elem.
Procurement Items Cost (\$ in millions)	ID Code	FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	Total	
Proc Qty	A									
Gross Cost		11.125	10.118	10.478	14.567	15.020	15.246	11.506	88.060	
Less PY Adv Proc										
Plus CY Adv Proc										
Net Proc (=P-1)		11.125	10.118	10.478	14.567	15.020	15.246	11.506	88.060	
Initial Spares										
Total Proc Cost		11.125	10.118	10.478	14.567	15.020	15.246	11.506	88.060	
Flyaway U/C										
Wpn Sys Proc U/C										
Description										
<p>The Defense Media Activity (DMA) Fiscal Year 2011 program of \$10.478 million will provide capital investment funds for a part of the multi-year initiative for automation of major equipment and systems used to execute the media and visual information, overseas radio and television information and joint training and education missions. The significant increase in FY 2012 represents initial funding for replacement of analog systems with digital technology as part of the normal life cycle and in support of the conversion to high definition (HD) technology as the broadcasting industry standard, and improved storage, management, and distribution of DoD imagery and visual information products. The requirement for this increased level of funding will be needed in FY 2013 and 2014 to complete this conversion after which time requirements will return to baseline.</p>										
P-1 Line Item No 29										