

Defense Media Activity

Fiscal Year (FY) 2010 Budget Estimates

May 2009



Procurement, Defense-Wide

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DEFENSE MEDIA ACTIVITY
Other Procurement, Defense-Wide
FY 2010 Budget Estimate

Procurement Narrative

(\$ in Millions)

FY 2010 Estimate	\$ 10.149
FY 2009 Estimate	\$ 11.125
FY 2008 Actual	\$ 2.345

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 2010 program of \$10.149 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. Included are: 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.

Exhibit - Procurement Narrative

DEFENSE MEDIA ACTIVITY
 Other Procurement, Defense-Wide
 FY 2010 Budget Estimate

Budget Activity: 04
 TOA, \$ in Millions

<u>P-1</u> <u>Line</u> <u>Item</u> <u>No.</u>	<u>Item</u> <u>Nomenclature</u>	<u>ID</u> <u>Code</u>	<u>Quantity</u>	<u>FY 2008</u> <u>Cost</u>	<u>Quantity</u>	<u>FY 2009</u> <u>Cost</u>	<u>Quantity</u>	<u>FY 2010</u> <u>Cost</u>
41	Major Equipment	A	4	2.345				
29	Major Equipment	A			7	11.125	6	10.149

**DEFENSE MEDIA ACTIVITY
Other Procurement, Defense-Wide
FY 2010 Budget Estimate**

Budget Item Justification

Exhibit P-40, Budget Item Justification						Date	
						May-09	
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number						P-1 Line Nomenclature	
Procurement, Defense-wide/BA04, Defense Media Activity						41 Major Equipment - AFIS (FY08), 46 DMA (FY09-10)	
Program Element for Code B Items				Other Related Program Elements			
Procurement Items Cost in millions)	(\$	ID Code	Prior Years	FY 2008	FY 2009	FY 2010	Total
Proc Qty		A					
Gross Cost				2.345	11.125	10.149	23.619
Less PY Adv Proc							
Plus CY Adv Proc							
Net Proc (=P-1)				2.345	11.125	10.149	23.619
Initial Spares							
Total Proc Cost				2.345	11.125	10.149	23.619
Flyaway U/C							
Wpn Sys Proc U/C							
Description							
<p>The Defense Media Activity (DMA) Fiscal Year 2010 program of \$10.149 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. Included are: 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.</p>							
P-1 Line Item No 41 (FY08), P-1 Line Item No 29 (FY09-10)							

DEFENSE MEDIA ACTIVITY
Other Procurement, Defense-Wide
FY 2010 Budget Estimate

Cost Analysis (P-5)

Exhibit P-5 Cost Analysis (Page 1)				Weapon System				Date	
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number				D Code				May 2009	
Procurement, Defense-wide, Defense Media Activity								P-1 Line Item Nomenclature	
WBS COST ELEMENTS (Tailor to System/Item Rqmts)				2008 Unit Cost (AFIS)	2008 Total Cost (AFIS)	2009 Unit Cost (DMA)	2009 Total Cost (DMA)	2010 Unit Cost (DMA)	2010 Total Cost (DMA)
OVERSEAS RADIO & TELEVISION NETWORK AND FIELD ENGINEERING EQUIPMENT									
Graphic System Upgrade				545	545	0	0	0	0
AFN Europe Uplink Antenna				355	355	0	0	0	0
Television Equipment				0	0	1,967	1,967	2,837	2,837
Radio Equipment				0	0	0	0	1,000	1,000
Satellite Equipment				0	0	900	900	300	300
TV Transmitter (Okinawa)				0	0	0	0	327	327
AFN Vincenza Relocation				0	0	600	600	600	600
AM Tower (Phase II) Weiskirchen, GE				0	0	300	300	0	0
Generator Replacement				0	0	550	550	0	0
Telephone Switch Replacement				0	0	440	440	0	0
Programming & Traffic System Replacement				0	0	1,700	1,700	0	0
HQ AKNK Relocation				0	0	0	0	1,600	1600
SFEL 16 Tower Relocation				0	0	0	0	0	0
NMC Affiliate LCM				0	0	0	0	0	0
Subtotal				900	900	6,457	6,457	6,664	6,664

P1- Line Item No 41 (FY08) , P-1 Line Item No. 29 (FY09-FY10)

DEFENSE MEDIA ACTIVITY
Other Procurement, Defense-Wide
FY 2010 Budget Estimate

Cost Analysis (P-5)

Exhibit P-5 Cost Analysis (Page 2)				Weapon System			P-1 Line Item Nomenclature		
WBS COST ELEMENTS (Tailor to System/Item Rqmts)				2008 Unit Cost (AFIS)	2008 Total Cost (AFIS)	2009 Unit Cost (DMA)	2009 Total Cost (DMA)	2010 Unit Cost (DMA)	2010 Total Cost (DMA)
NEWS & MEDIA INFORMATION - DISTRIBUTION & TRANSMISSION EQUIPMENT									
TV Automation System				870	870	0	0	0	0
AFRTS TCP HD Upgrade				0	0	2,949	2,949	0	0
Radio Broadcast System				0	0	879	879	0	0
TCP HD Upgrade				0	0	0	0	780	780
TCP LCM				0	0	0	0	327	327
News Bureau Outfitting				0	0	0	0	917	917
SFEL 16 Radio Broadcast System				0	0	0	0	821	821
SFEL 17 Radio Broadcast System				0	0	0	0	0	0
Subtotal				870	870	3,828	3,828	2,845	2,845
DEFENSE IMAGERY MANAGEMENT OPERATIONS CENTER									
Network Storage Management System				300	300	500	500	300	300
Subtotal				300	300	500	500	300	300
DEFENSE INFORMATION SCHOOL									
Digital TV Studio (VCOM)				275	275	0	0	0	0
Digital TV Studio (BOMD)				0	0	340	340	0	0
Digital TV Studio (BTVEM)				0	0	0	0	340	340
Dry Process Photo Printers (LCM)				0	0	0	0	0	0
Subtotal				275	275	340	340	340	340
DMA TOTAL				2,345	2,345	11,125	11,125	10,149	10,149

P1- Line Item No 41 (FY08) , P-1 Line Item No. 29 (FY09-FY10)

**DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2010 Budget Estimate**

Procurement History and Planning

Exhibit P-5a, Procurement History and Planning (Page 1)				Weapon System			Date			
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number Procurement, Defensewide, Defense Media Activity (DMA)						P-1 Line Item Nomenclature Major Equipment, DMA		May 2009		
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
2008										
NEWS & MEDIA INFORMATION - DISTRIBUTION & TRANSMISSION EQUIPMENT										
TV Automation System	1	870	DMC	Jul-07	Full & Open Competition	Snader & Associates Roseville, CA	Dec-07	Dec-07	Y	N/A
OVERSEAS RADIO & TELEVISION DISTRIBUTION & TRANSMISSION EQUIPMENT										
Graphic System Upgrade	1	545	AFRTS	Aug-08	FFP	Various	Aug-08	Nov-08	Y	N/A
AFN-Europe Uplink Antenna	1	355	AFRTS	Aug-08	FFP	Various	Aug-08	Nov-08	Y	N/A
DEFENSE IMAGERY MEDIA OPERATIONS CENTER										
Network Storage Management System	1	300	DIMOC	Jul-07	C/FP	Inovative Technologies, Inc.	Jun-08	Sep-08	Y	N/A
DEFENSE INFORMATION SCHOOL										
Digital Studio (VCOM)	1	275	DMC	May-08	C/FP	VARIOUS	Jul-08	Aug-08	Y	N/A
TOTAL		2,345								

P-1 Line Item No 41 (FY08), P-1 Line Item No 29 (FY09-10)

DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2010 Budget Estimate

Procurement History and Planning

Exhibit P-5a, Procurement History and Planning (Page 2)				Weapon System				Date			
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number Procurement, Defensewide, Defense Media Activity (DMA)				P-1 Line Item Nomenclature Major Equipment, DMA				May 2009			
WBS COST ELEMENTS to System/Item Rqmts)	(Tailor 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											
NEWS & MEDIA INFORMATION DISTRIBUTION & TRANSMISSION EQUIPMENT											
AFRTS TCP HD Upgrade (Phase 1)	1	830	AFRTS	Dec-08	FFP	Unknown	Feb-09	Feb-09	N	Unknown	
AFRTS TCP HD Upgrade (Phase 2)	1	2,119	AFRTS	Unknown	Unknown	Unknown	Unknown	Unknown	N	Unknown	
Radio Broadcast System	1	879	AFRTS	Nov-08	FFP	Unknown	Unknown	Unknown	Unknown	Unknown	
OVERSEAS RADIO & TELEVISION DISTRIBUTION & TRANSMISSION EQUIPMENT											
Television Equipment	1	1,967	AFRTS	Dec-08	FFP	Unknown	Feb-09	Feb-09	N	Unknown	
Satellite Equipment	1	900	AFRTS	Dec-08	FFP	Unknown	Feb-09	Feb-09	N	Unknown	
AFN Vincenza Relocation	1	600	AFRTS	Dec-08	FFP	Unknown	Feb-09	Feb-09	N	Unknown	
AM Tower (PHASEII) Weiskirchen, GE	1	300	AFRTS	Dec-08	FFP	Unknown	Feb-09	Feb-09	N	Unknown	
Generator Replacement	1	550	DMC	Jul-09	C/FP	Unknown	May-10	May-10	N	Unknown	
Telephone Switch Replacement	1	440	DMC	Jan-09	C/FP	Unknown	Mar-09	Mar-09	N	Unknown	
Programming & Traffic System Replacement	1	1,700	DMC	Mar-09	C/FP	Unknown	Jun-09	Jun-09	N	Unknown	
DEFENSE IMAGERY MEDIA OPERATIONS CENTER											
Network Storage Management System	1	500	DIMOC	May-09	C/FP	Unknown	Aug-09	Oct-09	Y	N/A	
DEFENSE INFORMATION SCHOOL											
Digital Studio (BOMD)		340	DMC	May-09	C/FP	Unknown	Jul-09	Jul-09	Y	N/A	
TOTAL		11,125									

P-1 Line Item No 41 (FY08), P-1 Line Item No 29 (FY09-10)

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DEFENSE MEDIA ACTIVITY
Other Procurement Defense-Wide
FY 2010 Budget Estimate

Procurement History and Planning

Exhibit P-5a, Procurement History and Planning (Page 3)				Weapon System				Date			
Appropriation (Treasury) Code/CC/BA/BSA/Item Control Number Procurement, Defensewide, Defense Media Activity (DMA)				P-1 Line Item Nomenclature Major Equipment, DMA				May 2009			
WBS COST ELEMENTS to System/Item Rqmts)	(Tailor 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 DISTRIBUTION & TRANSMISSION EQUIPMENT											
TCP HD Upgrade	1	780	AFRTS	Dec-09	FFP	Unknown	Jan-10	Jan-10	N	Unknown	
TCP LCM	1	327	AFRTS	Dec-09	FFP	Unknown	Jan-10	Jan-10	N	Unknown	
News Bureau Fit Out (Phase I)	1	917	AFRTS	Dec-09	FFP	Unknown	Jan-10	Jan-10	N	Unknown	
SFEL 16 Radio Broadcast System	1	821	AFRTS	Dec-09	FFP	Unknown	Jan-10	Jan-10	N	Unknown	
OVERSEAS RADIO & TELEVISION DISTRIBUTION & TRANSMISSION EQUIPMENT											
TV Transmitter (Okinawa)	1	327	AFRTS	Dec-09	FFP	Unknown	Jan-10	Jan-10	N	Unknown	
AFN Vincenza Relocation (Phase II)	1	600	AFRTS	Dec-09	FFP	Unknown	Jan-10	Jan-10	N	Unknown	
HQ AFNK Relocation	1	1,600	AFRTS	Dec-09	FFP	Unknown	Jan-10	Jan-10	N	Unknown	
Television Equipment	1	2,837	AFRTS	Jan-10	FFP	Unknown	Feb-10	Feb-10	N	Unknown	
Radio Equipment	1	1,000	AFRTS	Jan-10	FFP	Unknown	Feb-10	Feb-10	N	Unknown	
Satellite Equipment	1	300	AFRTS	Jan-10	FFP	Unknown	Feb-10	Feb-10	N	Unknown	
DEFENSE IMAGERY MEDIA OPERATIONS CENTER											
Network Storage Management System	1	300	DIMOC	Apr-10	C/FP	Unknown	Jul-10	Sep-10	N	Unknown	
DEFENSE INFORMATION SCHOOL											
Digital Studio (BTVEM)	1	340	DMC	May-10	C/FP	Unknown	Aug-10	Oct-10	N	Unknown	
TOTAL		10,149									

P-1 Line Item No 41 (FY08), P-1 Line Item No 29 (FY09-10)