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**Department of Defense  
Fiscal Year (FY) 2013 President's Budget Submission**

February 2012



**Defense Media Activity**

*Justification Book*

***Procurement, Defense-Wide***

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Defense Media Activity • President's Budget Submission FY 2013 • Procurement

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Defense-Wide  
 FY 2013 President's Budget  
 Exhibit P-1 FY 2013 President's Budget  
 Total Obligational Authority  
 (Dollars in Thousands)

24 Jan 2012

Appropriation	FY 2011 Actuals	FY 2012 Base	FY 2012 OCO	FY 2012 Total
-----	-----	-----	-----	-----
Procurement, Defense-Wide	10,420	14,542		14,542
Total Defense-Wide	10,420	14,542		14,542

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Defense-Wide  
 FY 2013 President's Budget  
 Exhibit P-1 FY 2013 President's Budget  
 Total Obligational Authority  
 (Dollars in Thousands)

24 Jan 2012

Appropriation	FY 2013 Base	FY 2013 OCO	FY 2013 Total
-----	-----	-----	-----
Procurement, Defense-Wide	15,179		15,179
Total Defense-Wide	15,179		15,179

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Defense-Wide  
FY 2013 President's Budget  
Exhibit P-1 FY 2013 President's Budget  
Total Obligational Authority  
(Dollars in Thousands)

24 Jan 2012

Organization: Procurement, Defense-Wide	FY 2011 Actuals	FY 2012 Base	FY 2012 OCO	FY 2012 Total
-----	-----	-----	-----	-----
Defense Media Activity, DMACT	10,420	14,542		14,542
Total	10,420	14,542		14,542

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Defense-Wide  
 FY 2013 President's Budget  
 Exhibit P-1 FY 2013 President's Budget  
 Total Obligational Authority  
 (Dollars in Thousands)

24 Jan 2012

Organization: Procurement, Defense-Wide -----	FY 2013 Base -----	FY 2013 OCO -----	FY 2013 Total -----
Defense Media Activity, DMACT	15,179		15,179
Total	15,179		15,179



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Defense-Wide  
FY 2013 President's Budget  
Exhibit P-1 FY 2013 President's Budget  
Total Obligational Authority  
(Dollars in Thousands)

24 Jan 2012

Appropriation: Procurement, Defense-Wide

Budget Activity -----	FY 2011 Actuals -----	FY 2012 Base -----	FY 2012 OCO -----	FY 2012 Total -----
01. Major Equipment	10,420	14,542		14,542
Total Procurement, Defense-Wide	10,420	14,542		14,542

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Defense-Wide  
 FY 2013 President's Budget  
 Exhibit P-1 FY 2013 President's Budget  
 Total Obligational Authority  
 (Dollars in Thousands)

24 Jan 2012

Appropriation: Procurement, Defense-Wide

Budget Activity -----	FY 2013 Base -----	FY 2013 OCO -----	FY 2013 Total -----
01. Major Equipment	15,179		15,179
Total Procurement, Defense-Wide	15,179		15,179

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Defense-Wide  
 FY 2013 President's Budget  
 Exhibit P-1 FY 2013 President's Budget  
 Total Obligational Authority  
 (Dollars in Thousands)

24 Jan 2012

Appropriation: 0300D Procurement, Defense-Wide

Line	Ident	FY 2011	FY 2012	FY 2012	FY 2012	S
No	Code	Actuals	Base	OCO	Total	e
		Quantity	Cost	Quantity	Cost	c
-----	-----	-----	-----	-----	-----	-----
Budget Activity 01: Major Equipment						
-----						
Major Equipment, DMACT						
23 Major Equipment		3	10,420	5	14,542	U
			-----		-----	
Total Major Equipment			10,420		14,542	
			-----		-----	
Total Procurement, Defense-Wide			10,420		14,542	

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Defense-Wide  
 FY 2013 President's Budget  
 Exhibit P-1 FY 2013 President's Budget  
 Total Obligational Authority  
 (Dollars in Thousands)

24 Jan 2012

Appropriation: 0300D Procurement, Defense-Wide

Line		Ident	FY 2013		FY 2013		FY 2013	S
No	Item Nomenclature	Code	Base	Quantity	Cost	Quantity	Cost	e
								c
-----								
Budget Activity 01: Major Equipment								
-----								
Major Equipment, DMACT								
23	Major Equipment			6	15,179			6 15,179 U
				-----		-----		
Total Major Equipment				15,179		15,179		
				-----		-----		
Total Procurement, Defense-Wide				15,179		15,179		

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Line Item Table of Contents (by Appropriation then Line Number)

Appropriation 0300D: Procurement, Defense-Wide

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Line Item Table of Contents (Alphabetically by Line Item Title)

Line Item Title	Line Item Number	Line #	BA	BSA	Page
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<b>Exhibit P-40, Budget Item Justification Sheet:</b> PB 2013 Defense Media Activity	<b>Date:</b> February 2012
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<b>Appropriation / Budget Activity / Budget Sub Activity:</b> 0300D : Procurement, Defense-Wide / BA 1 : Major Equipment / BSA 55 : Major Equipment, DMACT	<b>P-1 Line Item Nomenclature:</b> 23 - Major Equipment, DMACT
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ID Code (A=Service Ready, B=Not Service Ready) : A			Program Elements for Code B Items:					Other Related Program Elements:				
Resource Summary	Prior Years	FY 2011	FY 2012	FY 2013 Base	FY 2013 OCO	FY 2013 Total	FY 2014	FY 2015	FY 2016	FY 2017	To Complete	Total
Procurement Quantity (Each)	-	-	-	-	-	-	-	-	-	-	-	-
Gross/Weapon System Cost (\$ in Millions)	8.118	10.420	14.542	15.179	0.000	15.179	15.414	11.640	11.986	12.189	0.000	99.488
Less PY Advance Procurement (\$ in Millions)	-	-	-	-	-	-	-	-	-	-	-	-
Net Procurement (P1) (\$ in Millions)	8.118	10.420	14.542	15.179	0.000	15.179	15.414	11.640	11.986	12.189	0.000	99.488
Plus CY Advance Procurement (\$ in Millions)	-	-	-	-	-	-	-	-	-	-	-	-
Total Obligation Authority (\$ in Millions)	8.118	10.420	14.542	15.179	0.000	15.179	15.414	11.640	11.986	12.189	0.000	99.488
<i>(The following Resource Summary rows are for informational purposes only. The corresponding budget requests are documented elsewhere.)</i>												
Initial Spares (\$ in Millions)	-	-	-	-	-	-	-	-	-	-	-	-
Flyaway Unit Cost (\$ in Millions)	-	-	-	-	-	-	-	-	-	-	-	-
Gross/Weapon System Unit Cost (\$ in Millions)	-	-	-	-	-	-	-	-	-	-	-	-

**Description:**

The Defense Media Activity (DMA) Fiscal Year 2013 program of \$15.179 million dollars continues providing 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 and overseas radio and television information missions. This represents 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.

Item Schedule			Prior Years			FY 2011			FY 2012			FY 2013 Base			FY 2013 OCO			FY 2013 Total		
Item Nomenclature*	Exhibits	ID CD	Unit Cost (\$ M )	Qty (Each)	Total Cost (\$ M )	Unit Cost (\$ M )	Qty (Each)	Total Cost (\$ M )	Unit Cost (\$ M )	Qty (Each)	Total Cost (\$ M )	Unit Cost (\$ M )	Qty (Each)	Total Cost (\$ M )	Unit Cost (\$ M )	Qty (Each)	Total Cost (\$ M )	Unit Cost (\$ M )	Qty (Each)	Total Cost (\$ M )
23 - Major Equipment	P5, P5A		-	-	8.118	-	-	10.420	-	-	14.542	-	-	15.179	-	-	-	-	-	15.179
Total Gross/Weapon System Cost					8.118			10.420			14.542			15.179			0.000			15.179

\*Item Nomenclature represents Item Number, DODIC, and Item Name for the P40A and P5; Name for the P18 and P23; Modification Number and Modification Title for the P3A; Item Number and Item Name for the P10.

**Justification:**

The Defense Media Activity (DMA) Fiscal Year 2013 program of \$15.179 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 represents 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.

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Exhibit P-5, Cost Analysis: PB 2013 Defense Media Activity														Date: February 2012										
Appropriation / Budget Activity / Budget Sub Activity: 0300D / BA 1 / BSA 55							P-1 Line Item Nomenclature: 23 - Major Equipment, DMACT							Item Nomenclature (Item Number, Item Name, DODIC): 23 - Major Equipment										
Resource Summary							Prior Years			FY 2011			FY 2012			FY 2013 Base			FY 2013 OCO			FY 2013 Total		
Procurement Quantity (Each)							-			-			-			-			-			-		
Gross/Weapon System Cost (\$ in Millions)							8.118			10.420			14.542			15.179			-			15.179		
Less PY Advance Procurement (\$ in Millions)							-			-			-			-			-			-		
Net Procurement (P1) (\$ in Millions)							8.118			10.420			14.542			15.179			-			15.179		
Plus CY Advance Procurement (\$ in Millions)							-			-			-			-			-			-		
Total Obligation Authority (\$ in Millions)							8.118			10.420			14.542			15.179			-			15.179		
(The following Resource Summary rows are for informational purposes only. The corresponding budget requests are documented elsewhere.)																								
Initial Spares (\$ in Millions)							-			-			-			-			-			-		
Gross/Weapon System Unit Cost (\$ in Millions)							-			-			-			-			-			-		
Cost Elements († indicates the presence of a P-5A)		ID CD	Prior Years			FY 2011			FY 2012			FY 2013 Base			FY 2013 OCO			FY 2013 Total						
			Unit Cost (\$ M)	Quantity (Each)	Total Cost (\$ M)	Unit Cost (\$ M)	Quantity (Each)	Total Cost (\$ M)	Unit Cost (\$ M)	Quantity (Each)	Total Cost (\$ M)	Unit Cost (\$ M)	Quantity (Each)	Total Cost (\$ M)	Unit Cost (\$ M)	Quantity (Each)	Total Cost (\$ M)	Unit Cost (\$ M)	Quantity (Each)	Total Cost (\$ M)				
Hardware - News and Media Information Equipment Cost																								
Recurring Cost																								
† DAMS Tier 1 Storage (Life-cycle Replacement)		A	-	-	-	-	-	-	-	-	-	0.300	1	0.300	-	-	-	0.300	1	0.300				
† 24/7 OPS Systems - Equipment		A	-	-	-	0.500	1	0.500	0.500	1	0.500	0.500	1	0.500	-	-	-	0.500	1	0.500				
Total Recurring Cost					0.000			0.500			0.500			0.800			0.000			0.800				
Total Hardware - News and Media Information Equipment Cost					0.000			0.500			0.500			0.800			0.000			0.800				
Hardware - Overseas Radio and Television Equipment Cost																								
Recurring Cost																								
† Television and Radio Equipment (DMA@FGGM)		A	-	-	-	8.442	1	8.442	2.600	1	2.600	2.600	1	2.600	-	-	-	2.600	1	2.600				
† Television and Radio Equipment (AFRTS)		A	8.118	1	8.118	1.478	1	1.478	7.442	1	7.442	7.779	1	7.779	-	-	-	7.779	1	7.779				
† Communications Equipment (Encoders-DTS)		A	-	-	-	-	-	-	2.000	1	2.000	2.000	1	2.000	-	-	-	2.000	1	2.000				
† Communications Equipment (Encoders-CA)		A	-	-	-	-	-	-	2.000	1	2.000	2.000	1	2.000	-	-	-	2.000	1	2.000				

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<b>Exhibit P-5, Cost Analysis:</b> PB 2013 Defense Media Activity															<b>Date:</b> February 2012				
<b>Appropriation / Budget Activity / Budget Sub Activity:</b> 0300D / BA 1 / BSA 55								<b>P-1 Line Item Nomenclature:</b> 23 - Major Equipment, DMACT							<b>Item Nomenclature (Item Number, Item Name, DODIC):</b> 23 - Major Equipment				

  

Cost Elements († indicates the presence of a P-5A)	ID CD	Prior Years			FY 2011			FY 2012			FY 2013 Base			FY 2013 OCO			FY 2013 Total		
		Unit Cost (\$ M )	Quantity (Each)	Total Cost (\$ M )	Unit Cost (\$ M )	Quantity (Each)	Total Cost (\$ M )	Unit Cost (\$ M )	Quantity (Each)	Total Cost (\$ M )	Unit Cost (\$ M )	Quantity (Each)	Total Cost (\$ M )	Unit Cost (\$ M )	Quantity (Each)	Total Cost (\$ M )	Unit Cost (\$ M )	Quantity (Each)	Total Cost (\$ M )
Total Recurring Cost				8.118			9.920			14.042			14.379			0.000			14.379
Total Hardware - Overseas Radio and Television Equipment Cost				8.118			9.920			14.042			14.379			0.000			14.379
Gross Weapon System Cost				8.118			10.420			14.542			15.179			-			15.179
<b>Remarks:</b>																			

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Exhibit P-5A, Budget Procurement History and Planning: PB 2013 Defense Media Activity									Date: February 2012			
Appropriation / Budget Activity / Budget Sub Activity: 0300D / BA 1 / BSA 55			P-1 Line Item Nomenclature: 23 - Major Equipment, DMACT						Item Nomenclature: 23 - Major Equipment			
Cost Elements († indicates the presence of a P-21)	O C O	FY	Contractor and Location	Contract Method and Type	Location of PCO	Award Date	Date of First Delivery	Qty (Each)	Unit Cost (\$ M )	Specs Avail Now?	Date Revsn Avail	RFP Issue Date
DAMS Tier 1 Storage (Life-cycle Replacement)		2013	Unknown / Unknown	PO	DIMOC	Mar 2013	Jun 2013	1	0.300	N		Dec 2012
24/7 OPS Systems - Equipment		2011	Innovative Tech., Inc. / Chantilly, VA.	PO	DIMOC	Sep 2011	Dec 2011	1	0.500	N		May 2011
24/7 OPS Systems - Equipment		2012	Unknown / Unknown	PO	DIMOC	Feb 2012	Apr 2012	1	0.500	N		Nov 2011
24/7 OPS Systems - Equipment		2013	Unknown / Unknown	PO	DIMOC	Apr 2013	Jun 2013	1	0.500	N		Jan 2013
Television and Radio Equipment (DMA@FGGM)		2011	Innovative Tech., Inc. / Chantilly, VA.	PO	DMA OPS	Nov 2010	Mar 2011	1	8.442	N		Oct 2010
Television and Radio Equipment (DMA@FGGM)		2012	Unknown / Unknown	PO	DMA OPS	May 2012	Jul 2012	1	2.600	N		Jan 2012
Television and Radio Equipment (DMA@FGGM)		2013	Unknown / Unknown	PO	DMA OPS	May 2013	Jul 2013	1	2.600	N		Jan 2013
Television and Radio Equipment (AFRTS)		2011	Scientific Atlanta - CISCO / Unknown	PO	DMA OPS	Sep 2011	Dec 2011	1	1.478	N		May 2011
Television and Radio Equipment (AFRTS)		2012	Unknown / Unknown	PO	DMA OPS	May 2012	Jul 2012	1	7.442	N		Jan 2012
Television and Radio Equipment (AFRTS)		2013	Unknown / Unknown	PO	DMA OPS	May 2013	Jul 2013	1	7.779	N		Jan 2013
Communications Equipment (Encoders-DTS)		2012	Unknown / Unknown	PO	DMA OPS	May 2012	Jul 2012	1	2.000	N		Jan 2012
Communications Equipment (Encoders-DTS)		2013	Unknown / Unknown	PO	DMA OPS	May 2013	Jul 2013	1	2.000	N		Jan 2013
Communications Equipment (Encoders-CA)		2012	Unknown / Unknown	PO	DMA OPS	May 2012	Jul 2012	1	2.000	N		Jan 2012
Communications Equipment (Encoders-CA)		2013	Unknown / Unknown	PO	DMA OPS	May 2013	Jul 2013	1	2.000	N		Jan 2013
Remarks:												