

For Immediate Release

The Besen Group Releases C-Band Spectrum Evaluation Tool

Washington, D.C., July 27, 2020 (PRWEB) -- The Besen Group, an international mobile data industry management consulting practice headquartered in the Washington, DC area, with representatives in Paris and Tokyo, launched today C-Band Spectrum Evaluation Tool for enterprises who are planning to bid at the upcoming FCC C-Band auction in December 2020.

The Besen Group estimates that the spectrum auction will raise over \$40 Billion with the average cost of \$0.46 per MHz-POP for the continental US and Alaska based on its C-Band Spectrum Evaluation Tool.

The tool contains a spectrum pricing table that breaks down each Partial Economic Area (PEA) into four different population densities. The tool assigns an estimated price per MHz-POP for each PEA based on their population density. Population densities include very dense, urban, suburban and rural. Enterprises will have the option to overwrite the estimated price per MHz-POP based on their own spectrum valuation for each PEA population density.

“Given C-band spectrum has excellent capacity and coverage characteristics for 5G, we estimate that the auction will be the most competitive auction for 5G spectrum. We expect mobile network operators, cable operators, enterprises and new entrants to participate in the auction,” said Alex Besen, Founder and CEO of The Besen Group LLC.

The Besen Group offers C-Band Spectrum Evaluation Tool with a corporate license basis to enterprises. The tool also includes one hour telephone consultation with the senior wireless analyst to explain the methodology and assumptions.

The limited version of the C-Band Spectrum Evaluation Tool can be downloaded at:
<http://www.thebesengroup.com/downloads/CBand.Spectrum.Valuation.Tool.Limited.xlsx>

The Besen Group CBRS Spectrum Evaluation Tool contains the following worksheets:

- **Worksheet # 1: Cover**
- **Worksheet # 2: Disclaimer**
- **Worksheet # 3: The Besen Group**
- **Worksheet # 4: Instructions**
- **Worksheet # 5: PEA Data**
- **Worksheet # 6: Spectrum Pricing Table**
- **Worksheet # 7: Spectrum Valuation**
- **Worksheet # 8: Pivot Table**
- **Worksheet # 9: Pivot Table Chart**
- **Worksheet # 10: Pivot Chart**

For information on C-Band Spectrum Evaluation Tool, please send an email to tool@thebesengroup.com.

In addition, The Besen Group offers enterprises the following services prior to auction and during the auction:

- Bidder Strategy Assessment
- Bidder Spectrum Needs Assessment
- Competitor and Spectrum Demand Assessment
- Competitor Auction Bidder Strategy Assessment

- Spectrum Valuation & Business Case Development
- Bidding Strategy and Sensitivity Analysis

About The Besen Group (www.thebesengroup.com)

The Besen Group is an international management consulting practice to the mobile data industry headquartered in the Washington DC area, with representatives in Paris and Tokyo. Its mission is to provide mobile data players with tools, knowledge, and services enabling them to perform optimally in their mobile environment. The Besen Group's competitive edge is based on practical experience with mobile operators, mobile vendors, and a mobile data laboratory.

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