

BIDDING INSTRUCTIONS FOR THE 833 AUCTION (September 11, 2019)

This document provides instructions on bidding in the 833 Auction. Only those applicants deemed qualified can bid in the 833 Auction.¹ Approximately one week before bidding, Somos will release a Public Notice identifying applicants that have become qualified bidders.²

SUMMARY OF THE BIDDING PROCESS: The 833 Auction will be a Vickrey single round, sealed-bid auction. In this type of auction, a qualified bidder can submit a sealed-bid (i.e., a bid that remains non-public until after the bidding is complete) for each available 833 number that the bidder wants during a single round of bidding. The winning bidder for each 833 number will be the bidder that submits the highest bid and it will pay the second-highest bid amount for that number.

- Each bid for each Toll Free number in the 833 Auction will be assigned a pseudo-random eight digit number at the time the bid is placed.³ If a Toll Free number receives two or more tied bids for the highest amount, the winning bidder will be the one with the highest pseudo-random number⁴ among the tied highest bids.
- If a Toll Free number receives only one bid, the right to use the Toll Free number will be awarded to the bidder submitting the sole bid and the bidder will not be required to pay anything to acquire the rights to the Toll Free number because there was no second-highest bid.⁵
- Your upfront payment determines on how many Toll Free numbers you can bid (also known as your “bidding eligibility”).
 - You must remit an upfront payment of \$100 per Toll Free number bid. For example, an upfront payment of \$500 will allow you to place a bid on up to 5 Toll Free numbers, whereas an upfront payment of \$1,200 will allow you to place a bid on up to 12 Toll Free numbers.
 - Your upfront payment amount and your bidding eligibility will be listed in your *Account Dashboard* under **Payment**. During the auction, only you can view your bidding eligibility; after the auction, that information will be made public.
 - Exceeding your bidding eligibility by bidding on more Toll Free numbers **will cause your entire bid file to not be accepted**.
- The auction will take place on **TUESDAY, DECEMBER 17, 2019**. The single round will be open for several hours. Somos will announce the start and finish time of the bidding round at

¹ See *Auction of Toll Free Numbers in the 833 Code; Notice and Filing Requirements, Upfront Payments, and Other Procedures for the 833 Auction*; Public Notice, FCC 19-75 (Aug. 2, 2019), available at <http://auction.somos.com>. To become qualified, you must have a complete application and provided a sufficient upfront payment. For instructions on completing the registration portion of the FCC Form 833, please refer to **FCC Form 833 Registration Filing Instructions**. For instructions on completing the application portion of the FCC Form 833 and for making an upfront payment, please refer to **FCC Form 833 Application Filing Instructions**.

² The Public Notice identifying qualified bidders will be available at <http://auction.somos.com>.

³ This number will not be visible to the bidders until after bidding concludes.

⁴ In this case, a higher number is the number furthest from 1.

⁵ Like all other numbers assigned via competitive bidding, a number assigned after receiving only one bid is exempt from the FCC rules prohibiting brokering, hoarding, and warehousing.

least one week before the start of bidding (i.e., by December 10). Bids placed outside of the designated time will not be considered.

- A mock auction will occur on Friday, December 13, 2019. All qualified bidders are strongly encouraged to participate in the mock auction.
- Only someone listed as an authorized bidder in the applicant's FCC Form 833 can place bids for the applicant.

PLACING BIDS

1. Navigate to your *Auction Account Dashboard* in the Somos Auction System and click on the **BID** tab. Download the bid file you submitted with your application that lists all 833 numbers that you initially selected in your application.⁶ Your bid file will contain the entity on whose behalf you are bidding, or self, if bidding for yourself, as you filed in your application. This field should not be edited.
2. In the bid amount column of the bid file, place a bid next to any Toll Free number you wish to bid on.
3. Bids must be in whole numbers only and greater than zero. Do not put a decimal point after your bid. Acceptable bid formats are \$XXXXXX, \$XX,XXX and XXXXX. A bid with a decimal point in it will not be accepted, causing your **entire bid file to not be accepted**.
4. Your bid file must contain at least one bid. If you do not wish to bid on a particular Toll Free number selected in the bid file that you uploaded with your application, you should delete that Toll Free number from the bid file. Placing a zero or leaving a blank in the "BidAmount" for a Toll Free number is not a valid bid and will be treated the same as deleting the Toll Free number. If you place a zero in the bid amount or leave a bid amount blank, you will not be considered to have placed a bid on that Toll Free number.
5. **The following actions will cause your entire bid file to not be accepted:**
 - Your bid file does not include a bid amount for any Toll Free number
 - Attempting to place multiple bids on the same Toll Free number (you are only allowed to place one bid per Toll Free number)
 - Attempting to bid on any Toll Free number not selected in the bid file that you uploaded with your application
 - Attempting to place bids on more Toll Free numbers than permitted based on your bidding eligibility as determined by the amount of your upfront payment
6. Once you have entered the bidding information into your bid file, you can upload your bid file to your *Auction Account* by clicking on **Choose File**. Once the file is chosen, click on **UPLOAD BID FILE AND SUBMIT**.
7. If you submit a bid file with errors, the system will not accept any of the bids in that bid file and will list the errors by line number. If there are more than ten entries with errors in your bid file, the Somos Auction System will note the types of errors, and will send the application's contact

⁶ The bid file is presented in the comma separated values (.csv) format and was originally uploaded on the *Toll Free Number Selection* screen of your application. You do not have to bid on every 833 number listed, but you cannot bid on a number that you did not select in the bid file that you uploaded with your application.

person and authorized bidders an email with a complete list of lines that have errors.⁷ You must fix the errors and repeat the process until you get no errors.

8. **You are strongly encouraged to upload your bid file with sufficient time to correct any potential errors before the end of the bidding round.**
9. Upon submitting a bid file with no errors, you will see a message that says, “Bid upload successful.” You will be able to see the file number and time of the successfully submitted bid file. You are strongly encouraged to print this confirmation page for your records. In addition, the applicant’s contact person and authorized bidder(s) will get an email notifying them that a bid file has been submitted.

WITHDRAWING BIDS: You may withdraw a bid only while the single bidding round is open. Once the bidding round is closed, you may not withdraw a bid. In order to withdraw a bid of any Toll Free number, **you must withdraw the entire bid file.** If you do withdraw your bid file and do not upload another valid bid file, you will not have a valid bid file and therefore will not have any bids considered in the auction.

10. To withdraw a bid file, go to your *Auction Dashboard*. Go to the **BID** tab. Click on the **WITHDRAW YOUR SUBMITTED BID FILE** button. Click on **WITHDRAW BID** when the system asks you to confirm your intent to withdraw this bid file.
11. Once a bid file has been withdrawn, you may submit a new/updated bid file. You will not be able to submit a new/updated bid file until the current one is withdrawn.
12. Only someone listed as an authorized bidder in the applicant’s FCC Form 833 can withdraw a bid file, and upload a new file, for that applicant.
13. When you withdraw a bid, the applicant’s contact person and authorized bidder(s) will get an email notifying them that a bid file has been withdrawn.

PARTICIPATING IN THE MOCK AUCTION: You are strongly encouraged to participate in the mock auction. **The mock auction will occur on Friday, December 13, 2019.** Only qualified bidders may participate in the mock auction. Moreover, only someone listed as an authorized bidder in the applicant’s FCC Form 833 can upload a bid file for that applicant in the mock auction.

14. To participate in the mock auction, access your *Auction Account* and click on **BID** in the dashboard. Complete your bid file using the **PLACING A BID** instructions above. To save your mock bid file to your *Auction Account* and submit your bid(s), upload the bid file by clicking on **Choose File**. Once the file is chosen, click on **UPLOAD BID FILE AND SUBMIT**.
15. If you submit a bid file with errors, the system will not accept any of the bids in that bid file and will list the errors by line number. If there are more than ten entries with errors in your bid file, the Somos Auction System will note the types of errors, and will send the application’s contact person and authorized bidders an email with a complete list of lines that have errors. You must fix the errors and repeat the process until you get no errors.
16. Upon submitting a mock bid file with no errors, you will see a message that says, “Mock auction bid upload successful.” You will be able to see the file number and time of the successfully submitted bid file. The applicant’s contact person and authorized bidder(s) will get an email notifying them that a bid file has been submitted.

⁷ It is highly recommended that you participate in the mock auction (see below for more information) to test that your bid file has only valid bids. Qualified bidders should note that any information submitted during the mock auction will be deleted once the mock auction ends on December 13. You must submit your actual bids during the bidding round on December 17.

17. You may practice uploading a new bid file in the mock auction multiple times by clicking on the **CLEAR MOCK AUCTION** button and repeating the steps above.

POST BIDDING INFORMATION

- Winning bids will be announced via Public Notice posted at <http://auction.somos.com>. This Public Notice will also include the final payment due (or refund) for each bidder and instructions on how to make final payments.⁸
- Final payments will be due 10 business days after the Public Notice is released. A winning bidder may make its final payment within five additional business days after the applicable deadline, provided it also pays a late fee of 5 percent of the winning bid.
- Any potential subscriber that directly participates in the 833 Auction and is a winning bidder must declare within 15 business days after the Public Notice is released the name of the Responsible Organization (RespOrg) it will use to reserve the Toll Free number in the Toll Free Database.

CONTACT INFORMATION

For further information concerning the 833 Auction, please contact the Somos Help Desk at 844-439-7666 or email auctionhelp@somos.com.

⁸ Final payment instructions will also be available in the Somos Auction System on the *Auction Account Dashboard* screen.