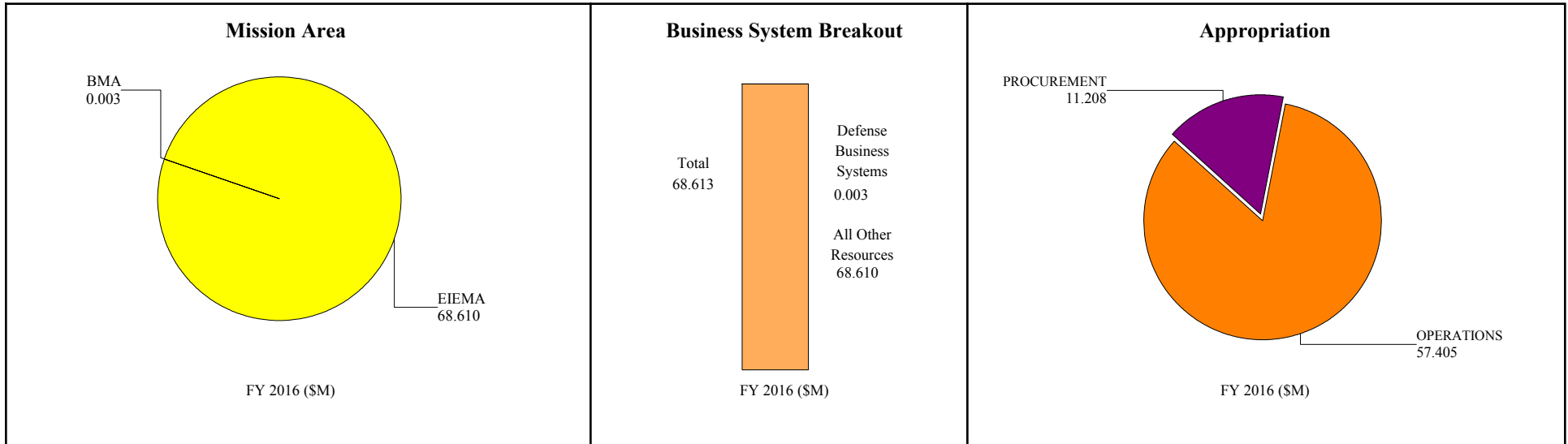


**Department of Defense
Fiscal Year (FY) 2016 President's Budget Request
Defense Media Activity Overview**



FY15 to FY16 Comparison (\$M)					FY15PB/FY16PB Comparison (\$M)			
	FY2015	Inflation	Program Change	FY2016		FY2015	FY2016	Delta
PB FY2016:	69.511	1.183	-2.081	68.613	PB FY2015:	65.273	67.020	1.747
See Significant Changes section for explanation of Program Change					PB FY2016:	69.511	68.613	
					Delta:	4.238	1.593	
					See Significant Changes section for explanation			

Department of Defense
Fiscal Year (FY) 2016 President's Budget Request
Defense Media Activity Overview

Page left intentionally blank

Department of Defense
Fiscal Year (FY) 2016 President's Budget Request
Defense Media Activity Overview

Executive Summary

DMA Vision: Be the #1 media community for America's Defense conversation.

DMA Mission: DMA provides a broad range of high quality multimedia products and services to inform, educate, and entertain Department of Defense audiences around the world. As listed in DoD Directive 5105.74, our 5 mission areas are:

- Provide a wide variety of information products to the entire DoD family (Active, Guard, and Reserve Military Service members, dependents, retirees, DoD civilians, and contract employees) and external audiences through all available media, including: motion and still imagery; print; radio; television; Web and related emerging Internet, mobile, and other communication technologies.
- Communicate messages and themes from senior DoD leaders (Secretary of Defense, Secretaries of the Military Departments, Chairman of the Joint Chiefs of Staff, Military Service Chiefs of Staff, Combatant Commanders), as well as other leaders in the chain-of-command, in order to support and improve quality of life and morale, promote situational awareness, provide timely and immediate force protection information, and sustain readiness.
- Provide U.S. radio and television news, information, and entertainment programming to Active, Guard, and Reserve Military Service members, DoD civilians and contract employees, and their families overseas, on board Navy and Coast Guard ships, and other authorized users.
- Provide, throughout the Department of Defense and to the American public, high quality visual information products, including Combat Camera imagery depicting U.S. military activities and operations.
- Provide joint education and training for military and civilian personnel in the public affairs, broadcasting, and visual information career fields to meet DoD-wide entry level skills and long-term career development requirements.

DMA Networks consist of information technology (IT) hardware, software, and network infrastructure components that enable the organization to achieve this mission, and support numerous locations in Continental United States (CONUS) and beyond (OCONUS). The locations are DMA Headquarters (HQ) at Fort Meade, Maryland; the Joint Visual Information Services Distribution Activity (JVISDA) in Tobyhanna, PA.; the Defense Information School (DINFOS) at Fort Meade, Maryland; the American Forces Network Broadcast Center (AFN-BC) in Riverside, CA; DMA American Forces Network (AFN) Atlantic and Pacific.

In 2011, several DMA locations were moved to Fort Meade in response to the 2005 Defense Base Closure and Realignment (BRAC) Law, and the overall organization and infrastructure were consolidated and streamlined.

A DMA Technology Strategy was published, providing a framework for the planning and programming process with regard to technology, and to stand as a guidepost for operational execution over the coming years. Enduring Principles of the DMA Technology Strategy include agile innovation, mission effectiveness, operational efficiency, and mission assurance, with the following goals:

- 1) Enterprise Architecture – Create a technology roadmap which supports migration from existing disparate architectures to a common technology architecture that fully supports the broad range of operational and supporting DMA missions.

**Department of Defense
Fiscal Year (FY) 2016 President's Budget Request
Defense Media Activity Overview**

- 2) Establish and implement a comprehensive DMA technology policy and governance processes.
- 3) Maintain and enhance a culture of mission assurance.
- 4) Provide for continuous technology workforce development to support strategic goals through proactive education and training programs.
- 5) Identify innovative technologies that can enhance DMA mission accomplishment and securely integrate them into the DMA operational architecture while maintaining awareness of future technology trends.

Customer satisfaction and overall network performance are linked to established goals and objectives, with supporting strategies that identify the actions taken to achieve each goal. Weekly status reviews are conducted by each of the accountable government managers and contractor personnel to measure the actual achievement. Through the use of this approach, the agency is able to track the quality and timeliness of its outputs and the effectiveness of the organization as a whole.

Significant Changes (Explanations of Change by Appropriation Group. Dollars are in thousands unless otherwise noted.)

OPERATIONS

Horizontal Change (Delta -1,693)
Program Efficiency

Vertical Change (Delta 2,371)
Fact of Life Adjustment

PROCUREMENT

Horizontal Change (Delta -388)
Program Efficiency

Vertical Change (Delta -778)
Program Efficiency

Major Accomplishments

- Migrated an average of 3.5 new sites to the Public Web Program monthly, bringing the total number of DoD sites currently hosted by DMA to 652.
- Migrated Public Web search tool to a GSA hosted solution in which provides a more robust search experience to our end-users at no cost to DMA.
- Captured and consolidated segmented worldwide telecommunications assets from OCONUS Affiliates into the DMA Management Enterprise resulting in centralized operational oversight. This resulted in cost savings, and increased communications efficiency and control of assets
- Surveyed and assessed OCONUS Government cable head end distribution for HD distribution capability. Captured data for over 300 cable head ends at locations throughout

Department of Defense
Fiscal Year (FY) 2016 President's Budget Request
Defense Media Activity Overview

Europe and Asia.

- Researched and executed the migration of the worldwide DMA satellite fleet to a more cost effect solution, saving over \$1.5 million while maintaining American Forces Radio and Television Service (AFRTS) coverage requirements worldwide.
- Deployed Distribution Point Servers at OCONUS regional HQs, enabling the control of software installation, inventory tracking and security patch supervision from a single central server.
- Transitioned DMA to the Risk Management Framework (RMF). DMA RMF implementation distributes Security Control assessment across 10 months yearly vice three weeks, resulting in lower workload on IT staff, better risk categorization, and more sustainable security posture.
- Completely redesigned and implemented the Enterprise IT Incident Response process. New process increases up/down stream awareness while decreasing incident time-to-close.
- Virtualized over 100 servers, saving space, power, and both acquisition and projected LCM costs. Virtualization provides auto-failover capability and offers much faster deployment of new servers.
- Deployed new live video encoders, increasing mission capability to provide four simultaneous, live streams globally.
- Implemented AFN360 which leverages new technologies to stream local and regional AFN radio programming over the internet targeting specific AFN audience members in the European and Pacific theaters listening on their computers and mobile devices.
- Designed and procured a world-wide audio transport network achieving the backhaul of audio programing between the AFN Broadcast Center and worldwide affiliates.
- Designed, procured, and installed a standardized digital radio studio package leveraging the latest in AoIP (audio over IP), satellite programming, and radio automation server applications.
- Worked with industry to develop a single mobile satellite uplink solution for all DMA, compatible with network data and HD broadcasting. This gives DMA flexibility to have multiple backup systems that can be used anywhere in the world.
- Relocated the radio station production and on-air mission from AFN Afghanistan to the broadcast center in California to conform to the directive of theater manning reductions.
- Enhanced Joint Hometown News application with capability to send news story forms to media of all types (radio, print, web) as opposed to just print, more than doubling distribution and availability of content.
- Transitioned the Pentagon Channel and all Marine Corps video web distribution to Defense Video and Imagery Distribution System (DVIDS), saving over \$450,000 per year and increasing access for deployed service members to upload content to their websites.

Department of Defense
Fiscal Year (FY) 2016 President's Budget Request
Defense Media Activity Overview

Major Planned Activities

- Update and publish revised DMA Technology Strategy, synergized with the DMA operational and business goals and objectives to produce a more operationally effective, agile, cost efficient, secure and sustainable technology portfolio for the DMA.
- Continue to assess methods for alternate delivery of DMA media, American Forces Radio and Television Service (AFRTS) and DoD News without utilizing expensive satellite services.
- Evaluate and develop approaches to incorporate innovative technology and services for use in DMA missions to create better operational effectiveness and agility while maintaining necessary security.
- Plan and execute the DMA migration to DoD enterprise technology services and capabilities or commercial cloud capabilities, as appropriate.
- Continue to enhance and improve DMA cyber security and information assurance posture.

Infrastructure Modernization/Joint Information Environment (JIE)

DMA is coordinating with DoD to ensure our efforts are in concert with DoD initiatives.

Core Network Infrastructure

- Researched and executed the migration of the worldwide DMA satellite fleet to a more cost effect solution, saving over \$1.5 million while maintaining American Forces Radio and Television Service (AFRTS) coverage requirements worldwide.
- Deployed Distribution Point Servers at OCONUS regional HQs, enabling the control of software installation, inventory tracking and security patch supervision from a single central server.
- Virtualized over 100 servers, saving space, power, and both acquisition and projected LCM costs. Virtualization provides auto-failover capability and offers much faster deployment of new servers.
- Deployed new live video encoders, increasing mission capability to provide four simultaneous, live streams globally.

Joint Regional Security Stack (JRSS)

DMA is supporting the Joint Regional Security Stack (JRSS) initiative.

Data Center and Server Consolidation

DMA has closed several data centers.

DMA will

- Plan and execute OCONUS data center consolidations in conjunction with overseas drawdown, base closures, and efficiencies initiatives

Department of Defense
Fiscal Year (FY) 2016 President's Budget Request
Defense Media Activity Overview

- Expand use of virtualization and low energy options
- Identify DoD enterprise solutions which can provide essential services to DMA while reducing DMA server and data center requirements.

Cloud Computing

DMA is pressing forward with the migration to DoD enterprise technology services and capabilities or commercial cloud capabilities, as appropriate.

Defense Business Systems

DMA is exploring DoD enterprise business systems and will be utilizing the Enterprise Information Technology Standard business Case Analyses (BCA) process.

Consolidation of Software Purchases

A Microsoft Enterprise Licensing Agreement (ELA) and an Adobe ELA were renewed, ensuring availability of the latest product versions across the enterprise, and reducing overall costs.

DMA will continue to evaluate existing ELAs to ensure total coverage across all DMA subcomponents and enclaves, and explore opportunities to participate in ELA solutions with other DoD Components to achieve even greater cost savings and streamline acquisition processes.

Consolidation of Hardware Purchases

DMA is exploring opportunities for cost savings through the consolidation of hardware purchases across all DMA subcomponents and enclaves. Additionally, DMA is analyzing hardware maintenance contracts, consolidating those which make sense to achieve cost savings and/or procurement efficiencies.

**Department of Defense
Fiscal Year (FY) 2016 President's Budget Request
Defense Media Activity Overview**

Information Technology Budget Exhibit Resource Summary by Investment (IT-1)

	----- Dollars in Thousands -----		
RESOURCE SUMMARY:	<u>FY2014</u>	<u>FY2015</u>	<u>FY2016</u>
	\$71,411	\$69,511	\$68,613

007-000003674 - Defense Media Activity Network (DMA ANet)

Non-Major

GIG Category: COMMUNICATIONS AND COMPUTING INFRASTRUCTURE

Operations

			----- Dollars in Thousands -----		
<u>Appropriation</u>	<u>Budget Activity</u>	<u>Budget Line Item</u>	<u>FY2014</u>	<u>FY2015</u>	<u>FY2016</u>
O&M, DW	BA 04 ADMIN & SRVWD ACTIVITIES	DEFENSE MEDIA ACTIVITY	12,702	17,625	17,997
Investment Resource Summary:			12,702	17,625	17,997

007-000005573 - Corporate Management Information System (CMIS)

Non-Major

GIG Category: FUNCTIONAL AREA APPLICATIONS

Operations

			----- Dollars in Thousands -----		
<u>Appropriation</u>	<u>Budget Activity</u>	<u>Budget Line Item</u>	<u>FY2014</u>	<u>FY2015</u>	<u>FY2016</u>
O&M, DW	BA 04 ADMIN & SRVWD ACTIVITIES	DEFENSE MEDIA ACTIVITY	163	3	3
Investment Resource Summary:			163	3	3

007-000100364 - AFN TV and Radio Support Systems (AFRTS Support)

Non-Major

GIG Category: COMMUNICATIONS AND COMPUTING INFRASTRUCTURE

Operations

			----- Dollars in Thousands -----		
<u>Appropriation</u>	<u>Budget Activity</u>	<u>Budget Line Item</u>	<u>FY2014</u>	<u>FY2015</u>	<u>FY2016</u>
O&M, DW	BA 04 ADMIN & SRVWD ACTIVITIES	DEFENSE MEDIA ACTIVITY	27,296	21,670	19,971

Procurement

			----- Dollars in Thousands -----		
<u>Appropriation</u>	<u>Budget Activity</u>	<u>Budget Line Item</u>	<u>FY2014</u>	<u>FY2015</u>	<u>FY2016</u>
Procurement, DW	BA 01 MAJOR EQUIPMENT	MAJOR EQUIPMENT	12,176	10,902	10,408
Investment Resource Summary:			39,472	32,572	30,379

**Department of Defense
Fiscal Year (FY) 2016 President's Budget Request
Defense Media Activity Overview**

Information Technology Budget Exhibit Resource Summary by Investment (IT-1)

007-000100406 - DINFOS Administrative Network (DINFOS ANet)

Non-Major

GIG Category: COMMUNICATIONS AND COMPUTING INFRASTRUCTURE

Operations

<u>Appropriation</u>	<u>Budget Activity</u>	<u>Budget Line Item</u>	----- Dollars in Thousands -----		
			<u>FY2014</u>	<u>FY2015</u>	<u>FY2016</u>
O&M, DW	BA 04 ADMIN & SRVWD ACTIVITIES	DEFENSE MEDIA ACTIVITY	5,326	5,326	5,646

Investment Resource Summary:

5,326	5,326	5,646
-------	-------	-------

007-000100407 - DINFOS Training Network (DINFOS BNet)

Non-Major

GIG Category: COMMUNICATIONS AND COMPUTING INFRASTRUCTURE

Operations

<u>Appropriation</u>	<u>Budget Activity</u>	<u>Budget Line Item</u>	----- Dollars in Thousands -----		
			<u>FY2014</u>	<u>FY2015</u>	<u>FY2016</u>
O&M, DW	BA 04 ADMIN & SRVWD ACTIVITIES	DEFENSE MEDIA ACTIVITY	2,647	2,622	2,823

Investment Resource Summary:

2,647	2,622	2,823
-------	-------	-------

007-000100408 - Defense Wide Enterprise Media System (DEMS)

Non-Major

GIG Category: COMMUNICATIONS AND COMPUTING INFRASTRUCTURE

Operations

<u>Appropriation</u>	<u>Budget Activity</u>	<u>Budget Line Item</u>	----- Dollars in Thousands -----		
			<u>FY2014</u>	<u>FY2015</u>	<u>FY2016</u>
O&M, DW	BA 04 ADMIN & SRVWD ACTIVITIES	DEFENSE MEDIA ACTIVITY	10,601	10,863	10,965

Procurement

<u>Appropriation</u>	<u>Budget Activity</u>	<u>Budget Line Item</u>	----- Dollars in Thousands -----		
			<u>FY2014</u>	<u>FY2015</u>	<u>FY2016</u>
Procurement, DW	BA 01 MAJOR EQUIPMENT	MAJOR EQUIPMENT	500	500	800

Investment Resource Summary:

11,101	11,363	11,765
--------	--------	--------