

# CableFAX Daily™

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What the Industry Reads First

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## New Name: Breathing New Life in to Discovery Fit & Health

**Discovery Comm** pres/CEO *David Zaslav* made it pretty clear at a recent investor conference: **Discovery Fit & Health** is ripe for change. He acknowledged it wasn't doing well, but said that means "we have another channel we can try to figure out what to do with." Now, we get a clearer picture of what that is. A week before Zaslav made those comments, Discovery filed a trademark for **Discovery Life Channel** on May 21. On June 25, it filed a trademark for a logo and a couple days later it registered the domain [DiscoveryLifeChannel.com](http://DiscoveryLifeChannel.com). Oh, and there's also an official **Facebook** page for the Discovery Life Channel. The programmer confirmed it's renaming Discovery Fit & Health on Jan 15 as Discovery Life, stressing that this is a renaming and expansion of current programming—not a relaunch. Fit & Health's most popular programs (such as "Medical Detectives" and "Untold Stories of the ER") will be fused with new series that "explore life's unexpected challenges and the moments that really matter." Look for medical mysteries, extreme conditions and people facing life's unplanned moments. Initial shows in development include "Families on the Brink," relationship experts help bring families back together, and "Tales from the Maternity Ward." Discovery Fit & Health (formerly **FIT TV**) has more than 46mln households, according to **Nielsen** Universe estimates for July. It will target 25-54s, with an emphasis on women. The channel will remain under the purview of *Henry Schleiff*, group pres of **Investigation Discovery**, **Destination America**, **American Heroes Channel** and **Discovery Life**. *Jane Latman* will continue to serve as gm while retaining her post as svp of development for Investigation Discovery. "Broadening to Discovery Life Channel gives us a chance to make bigger, bolder programming choices while always, central to our brand mission, revealing life at its most critical turning points," Schleiff said in a statement. A rundown of past Discovery network makeovers include: **Investigation Discovery** (formerly **Discovery Times**), **OWN** (**Discovery Health**), **The Hub** (formerly **Discovery Kids**), **Velocity** (**HD Theater**), **Destination America** (**Planet Green**), and most recently **American Heroes Channel** (**Military Channel**).

**ABC Family Restructuring:** *Kate Juergens*, **ABC Family's** Chief Creative Officer and evp, original content, is leaving the net after 10 years on the job, prompting ABC Family pres *Tom Ascheim* to combine Business Strategy, Planning & Development and Scheduling & Acquisitions under one roof. That restructuring has eliminated the position of svp *Lynn Stepanian*, who will leave the net. "I know change is hard, and changes in the people that work here

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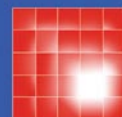
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are the hardest,” stated Ascheim in an email to employees. “However, I remain ever more confident in our future, in no small part because of how skillful and smart all of you are.” In the email, Ascheim said Juergens informed him of her decision a few months ago but agreed to stay through pilot season. “I was disappointed but really understand anyone’s yen for a change of scene,” he said. “Kate just handed me our pilots—her best work she thinks—and so having fulfilled her promise it’s time to let her go and explore.” Ascheim said he’ll name a leader of the combined unit “in the near future” and is now also starting the search for Juergen’s replacement.

**Clean STELA Bill: House Judiciary** is slated to mark up its clean version of the Satellite Television Extension and Localism Act (STELA) Thurs at 10:15am. Last month, **Sen Judiciary** passed a relatively clean version of the bill, renaming it the Satellite TV Access Reauthorization Act.

**Retrans Fine:** The **FCC** is imposing a \$2.25m fine against **TV Max**, which operates a cable system in Houston, TX. In June 2013, the FCC proposed the \$2.25m forfeiture, saying a Media Bureau investigation found that TV Max was retransmitting the signals of 6 TV broadcast stations without their consent. “Given the longstanding and repeated nature of TV Max’s unauthorized carriage of multiple broadcast stations’ signals, as well as the egregious nature of the violations which continued even after the Bureau issued its Initial Findings Letter, the Commission found TV Max’s violations of the retransmission consent requirements to be very serious,” the FCC said. The operator asked for a reduced fine, claiming it overstated the period it was retransmitting the signals without consent and that it has no ability to pay the forfeiture amount. But the FCC rejected the request. **Fox, Univision, Post-Newsweek** and **ABC** lodged complaints about the operator.

**WiFi:** The **FCC** might pass the E-Rate WiFi initiative on a party-line vote Fri as the agency’s 2 Republican commissioners aren’t exactly fans of the proposal. “The numbers just don’t add up,” commish *Ajit Pai* said in a statement. The proposal promised more than \$5bn for eligible schools and libraries to deploy WiFi but “doesn’t identify where the money will come from to fund this new program,” he said. It is set to “blow a \$2.7bn hole in E-Rate’s budget—one that the FCC has promised outside parties it’ll fill with a post-election increase in Americans’ phone bills,” he said. Pai claimed he reached out to chmn *Tom Wheeler’s* office with changes to address his concerns. However, “the Chairman’s Office has no interest in seriously negotiating with the Republican Commissioners and is determined to pass this item on a party-line vote,” Pai said. Wheeler claimed his plan would cost \$2bn, which would come from phasing down the \$1.2bn legacy support for non-broadband services and repurposing it for WiFi, as well as making prices more transparent and facilitating greater use of bulk purchasing. A few education groups shared Pai’s concern, arguing that Wheeler’s effort would threaten the program’s sustainability. Despite the pushback, the WiFi proposal scored some powerful backers this week. Among the 3 dozen CEOs who signed a letter from EducationSuperHighway to support the effort are **Netflix’s Reed Hastings**, **YouTube** co-founder and former CEO *Chad Hurley*, and **Facebook’s Mark Zuckerberg**. “By responsibly investing \$2 billion of unused funds and providing predictable ongoing support for Wi-Fi, the plan will make dramatic progress in bringing high-speed connectivity to our classrooms,” the CEOs said.

**Nielsen in Motion:** TCA got a glimpse into Nielsen’s plans to integrate mobile measurement Tues, with **Nielsen** evp, US Media *Cheryl Idell* vowing that “in the fall, we are open for business for mobile ads.” She said that doesn’t mean it will be easy. “To make it meaningful, you have to compare apples to apples,” she said. “There has to be consistency.” She said Nielsen’s “layered approach” will distinguish between live and time-shifted viewing, and between a browser and an app, and integrate dynamic ad measurement. One intriguing note: Nets will be able to embed Nielsen tracking into mobile apps. “You will get that app, and you will have the option to opt out,” she said. “But it goes to everyone. It is a census.” Fall is coming...

**Fee Fight:** Cable wants the **FCC** to include DBS operators with cable and IPTV service providers in an MVPD regulatory fee category, as the agency continued its efforts (started 2 years ago) to improve its regulatory fee process. “Including DBS in an MVPD fee category would promote competitive fairness by assessing equally providers of essentially similar services” and “wouldn’t unfairly burden DBS operators even though they would also pay satellite licensing regulatory fees,” **NCTA** said in a filing. **ACA** is more or less on the same page. The group also urged exempting cable ops and IPTV providers with less than 1K subs from paying the fees. Satellite ops differed, of course. Putting DBS under the same category as cable would mean an 1100% fee increase for **DISH** and **DirectTV**, the pair said in a joint filing. While cable remains the dominant provider with thousands of operators, there are only 2 DBS ops nationwide. “Simply put, the regulatory disparity between cable and DBS provides a

# BUSINESS & FINANCE

separate justification for any disparity in regulatory fees," they said.

**AMC Rebrands Chello:** AMC Networks International is the new name for **Chellomedia**, purchased by **AMC Nets** last year for approx \$1bln. As part of the rebranding, AMC's new unit will also encompass **AMC/Sundance Channel Global**, which operates in EU, Latin America, the Mid-East and Asia. Chello, formerly part of **Liberty Global**, has a suite of nets available to 390mln homes in 138 countries.

**TCA Notebook:** The TV Critics Summer Tour began Tues on a high note, literally, as **Ovation** allowed two young marvels of its "Young Marvels" (July 16 premiere) display their wares. First was 12-year-old Maya, who did a *Jim Nabors*, speaking in a high-pitched voice but singing soulfully in a voice so deep it seemed dubbed (it wasn't). Then Charlie, also 12, whizzed through a particularly virtuosic excerpt from Lalo's cello concerto. A docu-series, *Marvels* follows Maya, Charlie and other young talents in dance, voice and music, as well as their parents. *Daniel Radcliffe* was extremely erudite in pitching season 2 of "Young Doctor's Notebook" (Aug 17 premiere), lauding co-star *Jon Hamm* for his acting and directing abilities. Filling in for a missing stunt coordinator, Hamm choreographed a fight scene during season 1, and it was "brilliant," Radcliffe said.

## CableFAX Daily Stockwatch

Company	07/08 Close	1-Day Ch	Company	07/08 Close	1-Day Ch
<b>BROADCASTERS/DBS/MMDS</b>					
DIRECTV:	85.63	(0.24)	CONCURRENT:	7.35	UNCH
DISH:	65.16	(0.8)	CONVERGYS:	21.22	(0.2)
ENTRAVISION:	5.97	(0.24)	CSG SYSTEMS:	26.55	(0.18)
GRAY TELEVISION:	12.75	(0.54)	ECHOSTAR:	51.56	(0.79)
MEDIA GENERAL:	21.18	(0.83)	GOOGLE:	571.09	(11.16)
NEXSTAR:	50.51	(0.93)	HARMONIC:	7.36	(0.14)
SINCLAIR:	34.49	(0.94)	INTEL:	30.79	(0.24)
<b>MSOS</b>					
CABLEVISION:	17.67	(0.46)	INTERACTIVE CORP:	66.21	(2.07)
CHARTER:	158.62	(2.06)	JDSU:	12.21	(0.33)
COMCAST:	53.31	(0.87)	LEVEL 3:	43.68	(0.57)
COMCAST SPCL:	52.99	(0.81)	MICROSOFT:	41.78	(0.21)
GCI:	11.21	0.21	NIELSEN:	48.73	(0.62)
GRAHAM HOLDING:	721.69	(8.31)	RENTRAK:	52.24	(1.75)
LIBERTY GLOBAL:	43.82	(0.6)	SEACHANGE:	8.13	0.03
LIBERTY INT:	28.90	(0.7)	SONY:	16.77	(0.16)
SHAW COMM:	25.97	(0.08)	SPRINT NEXTEL:	8.32	(0.18)
TIME WARNER CABLE:	145.72	(2.65)	TIVO:	12.80	(0.27)
<b>PROGRAMMING</b>					
21ST CENTURY FOX:	35.10	(0.59)	UNIVERSAL ELEC:	48.62	(0.56)
AMC NETWORKS:	60.03	(1.52)	VONAGE:	3.74	(0.06)
CBS:	63.39	(0.22)	YAHOO:	34.53	(0.99)
CROWN:	3.62	(0.1)	<b>TELCOS</b>		
DISCOVERY:	75.85	(0.2)	AT&T:	35.56	UNCH
DISNEY:	85.86	(0.73)	CENTURYLINK:	36.50	0.38
GRUPO TELEVISA:	34.45	(1.06)	TDS:	25.41	(0.54)
HSN:	58.22	(0.85)	VERIZON:	48.76	(0.46)
LIONSGATE:	28.17	(0.82)	<b>MARKET INDICES</b>		
MADISON SQUARE GARDEN:	61.42	(0.24)	DOW:	16906.62	(117.59)
SCRIPPS INT:	80.27	(0.61)	NASDAQ:	4391.46	(60.07)
STARZ:	29.33	(0.33)	S&P 500:	1963.71	(13.94)
TIME WARNER:	70.75	(0.42)			
VALUEVISION:	4.74	(0.22)			
VIACOM:	86.61	(0.74)			
WWE:	11.60	(0.28)			
<b>TECHNOLOGY</b>					
ADVANTAGE:	2.59	(0.04)			
ALCATEL LUCENT:	3.57	(0.11)			
AMDOCS:	47.15	0.31			
AMPHENOL:	97.68	(0.15)			
AOL:	40.19	(1.03)			
APPLE:	95.35	(0.62)			
ARRIS GROUP:	31.56	(0.85)			
AVID TECH:	7.75	0.23			
BLNDER TONGUE:	0.93	UNCH			
BROADCOM:	37.62	0.02			
CISCO:	25.07	(0.16)			

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