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What the Industry Reads First

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Never Forget: Zaslav, Spielberg Help Commemorate Auschwitz's Liberation

Last year, **Discovery Comm** pres/CEO *David Zaslav* was reading an article in the *NY Times* about the anniversary of Auschwitz's liberation and was struck by how few survivors were in attendance. With the 70th anniversary fast approaching, he thought this was a pivotal moment to make sure their voices continue to be heard. So, he reached out to *Stephen Spielberg* and Auschwitz-Birkenau State Museum, with the result being the creation of the "Auschwitz: The Past is Present" committee. Its members are a bit of a who's who of the entertainment and corporate world: *Barry Diller*, *Jeff Zucker*, *Les Moonves*, *Jeffrey Katzenberg*, *Harvey Weinstein*, *Diane Von Furstenberg*, along with several others, including Zaslav and Spielberg. On Sat, the Discovery chief was headed to Poland for the 70th anniversary of the liberation of the concentration camp on Tues (1/27). He'll be joined by 100 Auschwitz survivors and some liberators, as well as their families and caregivers, for ceremonies and events—including making sure their stories are recorded for posterity. The Past is Present committee raised the money for their trips. Several other committee members, including **Starbucks** chmn/CEO *Howard Schultz*, Zucker and **Saban Capital** chmn/CEO *Haim Saban*, will be in Poland for the anniversary, as will many world leaders. "Driving awareness and remembrance of the Holocaust for future generations is critical, especially as we lose more survivors and witnesses with each passing day," said Zaslav, chairman of the Auschwitz: The Past is Present committee. "The 70th anniversary is a solemn moment, and comes at a time when we still face issues of ethnic and religious intolerance all around the world. Auschwitz stands as an example of what can happen when hatred is unbridled. It is our hope that preserving and sharing the testimonies of its survivors and educating today's youth will help ensure that atrocities like the Holocaust are never forgotten and never repeated." Zaslav's involvement extends to **Discovery Communications**, with **Discovery Education** and the **Univ of Southern CA's Shoah Foundation** (founded by Spielberg after the making of "Schindler's List") sending 25 educators from around the world on the trip for a series of professional development experiences, including tours, talks with survivors and workshops so that they can take this history back to their schools. The commemoration also extends to prograding, with **Discovery Channel** and **American Heroes Channel** airing "One Day in Auschwitz" on Sun, Jan 25 (Intl Holocaust Remembrance Day). The special follows a woman's return to Auschwitz-Birkenau 70 years after her liberation. AHC will

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also air "Schindler's List" on Sun without commercial interruption. "We cannot let Auschwitz turn to dust," *Martin Beck-er*, a survivor who has returned to the camp, said in a statement. "Future generations need to know what transpired there and what lessons can be learned from such a dark moment in history."

Broadband Speed Debate: Why shouldn't the **FCC** redefine broadband speed as at least 25Mbps downstream/3Mbps upstream? Let **NCTA** count the ways... In a letter last week, the trade group explained why the shift would be a huge departure from the current 4Mbps/1Mbps threshold. It said **Netflix**, which has pushed for the change, bases its call on a speed that it thinks consumers need for streaming 4K despite the fact that only a small number of consumers use their broadband connections for it. NCTA said the FCC's own recent findings were that ISPs must offer speeds of 10Mbps/1Mbps to be eligible for broadband-related Connect America Funds and that only a small percent of consumers with access to speeds of 25/3 actually choose to purchase over lower speeds. Whatever happens, the FCC should make it clear that any speed benchmark it adopts has no regulatory significance beyond the report, NCTA said. In other words, don't use that benchmark to determine who is subject to open Internet rules, etc.

Republican Leaders' Call: House and Senate Commerce Republican leaders are asking **FCC** chmn *Tom Wheeler* to release the text of the agency's draft Open Internet Order ahead of the scheduled vote in late Feb. Releasing the text "allows the public to, at the very least, have an informed opinion and ideally, the opportunity to provide feedback on the proposal the FCC will vote on just over one month from today," said House Commerce head *Fred Upton* (R-MI), Senate Commerce chmn *John Thune* (R-SD) and House Communications subcmte chmn *Greg Walden* (R-OR) in a joint letter late Thurs.

Verizon Upgrades Quantum: Verizon FiOS is adding guest WiFi and enhanced parental controls to its Quantum Gateway WiFi service. The guest WiFi access enables a separate WPA2 encrypted network just for guests with a dedicated, single sign-on ID and unique password. The enhanced parental controls seeks to allow parents to do things like setting time limits on any device on a daily or weekly basis. The telco has started rolling out the new features to residential and small-business customers who already have Quantum.

People: Anonymous Content tapped vet TV producer and network exec *David Pritikin* to lead its newly created unscripted TV content division. Previously, he was sr exec producer, production and development at **Discovery Channel**, overseeing series like "Deadliest Catch." -- **Scripps Networks** dir *Nackey Scagliotti* will not stand for re-election at the company's shareholder meeting May 12. She is the former chmn of EW Scripps Co, retiring in May 2013.

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