

ATTACHMENT 2

**Before the
Federal Communications Commission
Washington, D.C. 20554**

In the Matter of)	
)	
Comment Requested on A La Carte and)	
Themed Tier Programming and Pricing)	MB Docket No. 04-207
Options for Programming Distribution On)	
Cable Television and Direct Broadcast Satellite)	
Systems)	

REPLY COMMENTS OF THE WALT DISNEY COMPANY

These reply comments (“Reply Comments”) are submitted on behalf of The Walt Disney Company (“TWDC”), ESPN, Inc. (80% owned by TWDC), Disney ABC Cable Networks Group (including Disney Channel, ABC Family, Toon Disney and SOAPnet), The ABC Television Network and the ABC-owned television stations (hereinafter collectively referred to as “Disney”). In these brief Reply Comments, Disney addresses two discrete points. First, contrary to the claims of several commenters, Disney does not tie carriage of its most popular programming services to carriage of other services. Second, a “voluntary” a la carte scheme is not a “middle ground” compromise because it would result in the same anti-consumer effects as mandatory a la carte and would unfairly interfere with private contractual negotiations by favoring and benefiting MVPDs. Each of these points is discussed in further detail below.

I. DISNEY DOES NOT TIE OR DEMAND UNREASONABLE TERMS FOR CARRIAGE OF ITS MOST POPULAR PROGRAMMING SERVICES

Contrary to several commenters' assertions, Disney does not tie or demand unreasonable terms for its most popular programming services. Specifically, Disney does not require MPVDs to carry any of its other programming services as a prerequisite to carrying Disney's most popular programming services (namely, the signals of the ABC-owned television stations, ESPN or Disney Channel).¹ Moreover, Disney does not require carriage of all its programming services on only the basic or expanded basic tier.²

A. Disney Offers All of Its Most Popular Programming Services on a Standalone Basis

First, contrary to the assertions of some commenters, Disney does not require carriage of its cable programming services in exchange for its consent to carriage of the ABC-owned television stations.³ In fact, Disney offers carriage of its ABC-owned broadcast stations on a standalone basis for cash payments equal to far less than the actual value of such service.⁴

Several commenters have also incorrectly asserted that Disney ties carriage of its more popular programming services to carriage of other less widely-distributed programming services. For example, Pioneer Communications claims that a "popular sports network programmer"

¹ See, e.g., Comments of Pioneer Communications at 3; Comments of National Telecommunications Cooperative Association at 3; Comments of Center for Creative Voices in Media at 9.

² See, e.g., Comments of American Cable Association at 3.

³ See Declaration of Benjamin N. Pyne (attached hereto as Exhibit 1) ("Pyne Declaration"); see also Comments of The Walt Disney Company ("Disney Comments") at 44.

⁴ See Disney Comments at 44; see also Michael G. Baumann and Kent W. Mikkelsen, THE FAIR MARKET VALUE OF LOCAL CABLE RETRANSMISSION RIGHTS FOR SELECTED ABC OWNED STATIONS, Disney Comments, Exhibit 2 (July 15, 2004) ("Retransmission Consent Study").

requires MVPDs to “carry no less than four other networks, all owned by the same sports media company, in order to be extended license to carry the one original marquee network.”⁵ To the extent this accusation is aimed at ESPN, it and other similar accusations of tying directed at Disney are false.⁶

In reality, ESPN offers the opportunity for any MVPD to carry only the ESPN service. ESPN does not require carriage of its complementary ESPN services like ESPN2 or ESPN Classic before it will negotiate for carriage of ESPN.⁷ ESPN does provide the complementary ESPN-branded services only to those distributors who have licensed ESPN; however, no distributor who licenses ESPN is required to license any of the other ESPN-branded services.

Despite some commenters’ assertions otherwise, Disney also does not require carriage of any of its other programming services before it will permit carriage of Disney Channel; an MVPD who wishes to carry Disney Channel without carrying other Disney programming services is free to do so.⁸ As described in Disney’s opening comments, when Toon Disney was first launched, it was made available as a complementary service only to those distributors who licensed Disney Channel. Since that time, Disney’s policy has changed, and as a more mature service, Toon Disney is now offered to new licensees of the service on a standalone basis. Certain Toon Disney agreements that were executed under the original distribution policy remain

⁵ See Comments of Pioneer Communications at 3.

⁶ Even if commenters’ allegations were true—and they clearly are not—there still would be no basis to believe that such “facts” could serve as a basis for a claim of illegal tying. However, because Disney does not engage in the conduct alleged, there is no need to consider that question at this time.

⁷ See Disney Comments at 35. Benjamin N. Pyne, Executive Vice President, Disney and ESPN Networks Affiliate Sales and Marketing, attests to these facts and others in his attached declaration. See Pyne Declaration.

⁸ See Pyne Declaration; see also Disney Comments at 35.

in effect, but as they are renewed, the new policy is applied. As with ESPN, no distributor who licenses Disney Channel is or ever was required to license any of the other Disney ABC Cable Networks branded services.

B. Disney Permits Carriage of Its Programming Services on Various Tiers

Disney also offers MVPDs significant flexibility to choose the manner in which they carry its many programming services. For example, MVPDs may negotiate for carriage of ESPN2 and ESPN Classic on the first, second or third most widely-penetrated tier.⁹ Disney negotiates for carriage of ESPN, Disney Channel and ABC Family on either the first or second most widely-penetrated tier of service.¹⁰ Finally, ESPNEWS, Toon Disney and SOAPnet are available to be carried on any tier.¹¹

C. Conclusion

The simple fact is that Disney offers all of its most popular programming services—ABC, ESPN and Disney Channel—on a standalone basis. If an MVPD wants to carry ABC alone, but not any other programming service (e.g., SOAPnet), Disney offers a cash deal for retransmission consent that will permit it to do so. If an MVPD wants to carry ESPN but not ESPN2, it can do so as well. The options Disney offers to MVPDs are too numerous and varied to list and commenters' accusations to the contrary are absolutely incorrect.

⁹ See Disney Comments at 35-36; Pyne Declaration.

¹⁰ See Pyne Declaration.

¹¹ See Pyne Declaration.

II. “VOLUNTARY” A LA CARTE PROPOSALS ARE NOT A “MIDDLE GROUND”

Some commenters expressed support for “voluntary” a la carte schemes as a “middle ground” between mandatory a la carte and no a la carte regulation.¹² Under one type of “voluntary” a la carte, MVPDs would be required to offer programming services on an a la carte basis but, simultaneously, would be permitted to continue offering that same programming service as part of a tier, such as the expanded basic tier.¹³ Other schemes labeled “voluntary” would make offering channels a la carte completely optional for the MVPD.¹⁴ Both types of “voluntary” a la carte schemes would require programmers to sell their services in a manner that would permit an MVPD to offer the service a la carte. Both schemes also would trigger two troubling consequences: (i) they would harm consumers in all of the same ways as mandatory a la carte; and (ii) they would unfairly restrict the contracting rights of programmers.

A. “Voluntary” A La Carte and Mandatory A La Carte Both Would Result in Significant Anti-Consumer Harms

Commenters who support “voluntary” a la carte conveniently fail to mention the adverse consequences of such a scheme. In practice, “voluntary” a la carte would cause all of the same anti-consumer harms that mandatory a la carte would cause. Specifically, under a “voluntary” a la carte scheme:

- programming services would lose circulation, resulting in decreased advertising revenue and increased costs for consumers;¹⁵

¹² See Comments of American Cable Association at 6-7; Comments of Broadband Service Providers Association at 3, 11-14; Comments of Center for Creative Voices in Media at 2; Comments of National Telecommunications Cooperative Association at 5-6.

¹³ See Comments of American Cable Association at 6-7; Comments of Broadband Service Providers Association at 3, 11-14; Comments of National Telecommunications Cooperative Association at 5-6.

¹⁴ See Comments of Center for Creative Voices in Media at 2.

¹⁵ See Disney Comments at 12.

- competition for advertising would drop because fewer programming services could guarantee a truly national audience;¹⁶
- consumers would have to purchase expensive set top boxes;¹⁷
- programming diversity still would suffer;¹⁸
- MVPDs would have to spend more on transaction costs such as additional customer service personnel;¹⁹
- programmers would have to increase their marketing spending, the costs of which would be passed on to consumers;²⁰ and
- many program suppliers (e.g., major professional sports leagues) would likely not sell to services that are not fully distributed.²¹

The economic model and study submitted with Disney's comments provide empirical support for what should be obvious; the vast majority of households would suffer as much under a "voluntary" a la carte scheme as they would under a mandatory a la carte scenario.²²

B. "Voluntary" A La Carte and Mandatory A La Carte Both Would Result in Significant Disruptions to the Advertising Market

As described in Disney's opening comments, a la carte would hurt competition for advertising and would decrease the ability of programming networks to sell advertising. Because any of the "voluntary" a la carte proposals would create uncertainty as to how many households

¹⁶ See Disney Comments at 13-16.

¹⁷ See Disney Comments at 17.

¹⁸ See Disney Comments at 28-29.

¹⁹ See Disney Comments at 17-18.

²⁰ See Disney Comments at 18.

²¹ "Issues Related to Competition and Subscriber Rates in the Cable Television Industry." U.S. General Accounting Office, GAO-04-8 (October 2003) ("GAO Report"), at pages 38-39.

²² See Retransmission Consent Study.

would be subscribing to a programming network at any given time, these harms also would result from “voluntary” a la carte. Moreover, the method of measuring viewing by Nielsen – which is used as part of the buying and selling of advertising – would be substantially destabilized by any form of a la carte, whether “voluntary” or mandatory. Nielsen measures viewing in terms of total television households (“HHs”) receiving a channel and a rating point represents a certain number of those HH’s (1% of a cable channel’s total subscribers). Under any form of a la carte, there would be constant and unpredictable shifts in the number of households represented by a rating point. Therefore, placing a value on those rating points would become highly unpredictable.

For example, under the current system, if a cable channel is part of expanded basic and is distributed within 50,000,000 television households, a rating point is worth 500,000 households (1% of 50 million). Because the line-up of expanded basic is fairly consistent from month to month (or any changes are predictable and known in advance), the number of households in which any given channel is available is fairly constant from month to month. Therefore, an advertiser who buys a 1.0 rating in June (500,000 HHs) can expect to deliver approximately the same number of households if it also purchases a 1.0 rating in August.

However, under an a la carte system, the number of households subscribing to any given cable channel would fluctuate from month to month. This would cause the value of the ratings points to fluctuate with the variations in each channel’s coverage area. For example, if 80,000,000 households were to opt to purchase a channel one month, but only 40,000,000 were to purchase it the next month, the value of the rating point would have decreased from 800,000 HHs to 400,000 HHs. Such fluctuations raise the following questions, which illuminate problems any a la carte service would cause:

- Would an advertiser pay the same cost-per-rating point from month-to-month knowing it would get them only a portion of households and it would effectively increase the cost of reaching each household?
- How could an advertiser allocate a purchasing budget over several months if it would not know the number of households per rating point and therefore how the number of points it would need to reach a certain number of households would change?
- How would ratings' guarantees be affected? Programmers often guarantee a certain rating point delivery in selling advertising, but that point could be worth half as many households in October when the advertiser's spot would be aired as opposed to in September when the spot was originally purchased.

These questions represent only a portion of the number of disruptions to the advertising market that would be caused by any form of a la carte.

C. "Voluntary" A La Carte Would Involuntarily Restrict the Private Contract Rights of Programmers

In addition to the anti-consumer effects detailed above, so-called "voluntary" a la carte would unnecessarily limit the contracting rights of programmers. In this sense, "voluntary" a la carte is a complete misnomer because "voluntary" a la carte would not be voluntary for programmers. Rather, programmers would be involuntarily precluded from negotiating for their preferred type of carriage or business model. By imposing "voluntary" a la carte, the government would be interfering with an arms-length negotiation. At its core, "voluntary" a la carte is the government telling programmers: "You can sell your product as an a la carte service or you cannot sell it at all." This type of unprecedented government intervention in a private negotiation is indefensible, especially where, as here, there are no clear public policy benefits to such action because government intervention in this marketplace would result in the vast majority of consumers paying more, for less.

D. Conclusion

"Voluntary" a la carte is not voluntary for programmers. Such regulation effectively would force programmers to permit carriage of their channels in any manner the MVPD sees fit.

This unnecessary government meddling in private contract negotiation is especially egregious considering the anti-consumer effects of “voluntary” a la carte. Given these effects, “voluntary” a la carte is far from a “middle ground” compromise; it is contrary to the public interest and should not be mandated.

III. CONCLUSION

For the reasons stated herein and in its Comments, Disney urges the Commission and lawmakers to refrain from imposing any type of a la carte regulation.

Respectfully submitted,

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August 13, 2004

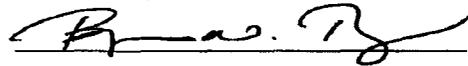
DECLARATION OF BENJAMIN N. PYNE

I, Benjamin N. Pyne, Executive Vice President, Disney and ESPN Networks Affiliate Sales and Marketing, have responsibility for negotiating for multi-channel video programming distributor ("MVPD") carriage of the ABC owned television stations and The Walt Disney Company's cable networks, including ESPN, ESPN2, ESPN Classic, ESPNEWS, Disney Channel, Toon Disney, ABC Family and SOAPnet.

I attest that, in negotiating for MVPD carriage:

- Disney does not require carriage of its cable programming services in exchange for its consent to carriage of its ABC-owned television stations;
- Disney offers carriage of its ABC-owned broadcast stations for standalone cash payments;
- Disney does not require carriage of any of its other programming services before it will permit carriage of Disney Channel;
- ESPN offers the opportunity for any MVPD to carry only the ESPN service;
- ESPN does not require carriage of any of its other programming services before it will permit carriage of the ESPN service;
- An MVPD who wishes to carry Disney Channel or ESPN without carrying other Disney programming services may elect to do so;
- Disney offers MVPDs significant flexibility to choose the manner in which they carry its many services;
- MVPDs may negotiate for carriage of ESPN2 and ESPN Classic on the first, second or third most widely-penetrated tier;
- Disney negotiates for carriage of ESPN, Disney Channel and ABC Family on either the first or second most widely-penetrated tier of service;
- ESPNEWS, Toon Disney and SOAPnet are available to be carried on any tier;
- Disney offers all of its most popular programming services—ABC, ESPN and Disney Channel—on a standalone basis;
- An MVPD may carry ESPN but not ESPN2; and
- An MVPD may carry ABC but not SOAPnet.

I hereby declare, under penalty of perjury, that, to the best of my knowledge, information and belief, all of the factual information contained herein is accurate and complete.



Benjamin N. Pyne
Executive Vice President, Disney and ESPN
Networks Affiliate Sales and Marketing

August 13, 2004

ATTACHMENT 3



Walter Liss
President
ABC Owned Television Stations

November 20, 2003

The Honorable Michael Powell
The Honorable Kathleen Abernathy
The Honorable Michael Copps
The Honorable Kevin Martin
The Honorable Jonathan Adelstein

Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: Update on ABC's Owned Stations' Multicasting Plans
Ex Parte Presentation in CS Docket Nos. 98-120, 00-96, and 00-2¹

Dear Chairman Powell and Commissioners Abernathy, Copps, Martin and Adelstein:

As we have previously discussed with you or your staff, ABC owned station KFSN-TV Fresno, California, has been multicasting enhanced local TV service for more than a year. Specifically, KFSN's DTV service includes three primary video streams – (1) one video stream that replicates KFSN's analog signal including prime time and sports HDTV, (2) a second full time video stream consisting of repurposed local news and public affairs programming including political debates, and (3) a third video stream with local weather information. On election night in California a few weeks ago, KFSN's second video stream was used to provide viewers with continuous, real time election results.

We are pleased to advise you that the multicasting effort ABC has pioneered in Fresno will be extended in the near future to the other nine markets in which ABC owns stations. Those markets are Los Angeles, San Francisco, Chicago, Flint-Saginaw-Bay City, New York, Raleigh-Durham-Fayetteville, Toledo, Philadelphia, and Houston. While generally following the Fresno model, each of our other stations will customize their DTV multicast offerings to fit the unique characteristics of their market. In the future, we expect that DTV multicasts can serve a variety of additional public interest

¹ Pursuant to Section 1.1206 of the Commission's rules, an original and one copy of this letter are being filed with the Secretary's Office. The proceeding at issue is not restricted and therefore presentations are permitted, but must be disclosed.

benefits. For example, multicast offering may provide a solution to the issue of early football and basketball telecasts causing preemption of educational children's programs.

ABC and its corporate siblings are doing everything possible to help speed the DTV transition. All ABC scripted, prime time programming and theatrical films are broadcast in HDTV. Also, ABC's Monday Night Football is produced and broadcast in HDTV. Together with ESPN's recently announced HDTV channel, these high quality ABC HDTV offerings provide a strong incentive for consumers to purchase digital television sets thereby speeding the DTV transition. Similarly, ABC's multicast DTV offerings will provide even further incentive for consumers to buy new digital sets. Of course, since so many consumers receive their television service via cable, these HDTV and multicast incentives to speed the DTV transition will be effective only if cable operators provide these HDTV and multicast services to their subscribers.

As a large media company, ABC has enjoyed success in negotiating marketplace agreements for cable carriage of ABC HDTV and multicast services. However, we remain concerned that many of our affiliates may not be as successful in negotiating such arrangements. That is why ABC has sought reconsideration of the Commission's prior interpretation of cable's statutory DTV carriage obligations. We believe that when cable operators carry a DTV signal (whether pursuant to must-carry or retransmission consent arrangements), the cable operator should not block the customer's reception of any portion of the DTV signal that the customer otherwise could receive for free. For all of the reasons outlined in ABC's written submissions in this proceeding, this policy result is fully consistent with the language of the statute.

In the interest of clarity and for the avoidance of doubt, I want to emphasize that ABC has not advocated, and does not here advocate, so-called "dual must-carry."

Thank you for this opportunity to update you regarding ABC's HDTV and multicast efforts to help speed the DTV transition.

Sincerely,



Walter Liss
President, ABC Owned Television Stations

Cc: Jon Cody
Stacy Robinson Fuller
Jordan Goldstein
Catherine Bohigian

Johanna Mikes
Ken Ferree
Bill Johnson
Rick Chessen
Mary Beth Murphy
Steve Broeckart
Eloise Gore
Ron Parver
Ben Bartolome
Peter Corea

January 21, 2004

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: Ex Parte Filing and Response to NCTA's January 7 ex parte filing in CS Docket No. 98-120¹

Dear Ms. Dortch:

I am writing to clarify some factual inaccuracies contained in a letter submitted by the National Cable & Telecommunications Association on January 7, 2004.

In November of last year, Walter Liss, President of the ABC Owned Television Station Group, wrote to the Commission to describe the multicast offerings of ABC owned station KFSN-TV in Fresno, California. At that time, KFSN had been multicasting enhanced local TV service for more than a year. In his letter, Mr. Liss advised the Commission that the multicasting effort ABC pioneered in Fresno would soon be extended to the other nine markets in which ABC owns stations.

NCTA's letter incorrectly states that KFSN is the only ABC station currently multicasting. It also questions the quality of the content of any multicasting efforts. I wanted to offer a few clarifications. As of the date of NCTA's letter, eight of ABC's ten owned stations were multicasting. Indeed, several of these stations had conducted their own multicasting experiments prior to last fall, including WTVG in Toledo, Ohio, and WTVD, in Raleigh-Durham. The two remaining ABC owned stations that were not multicasting as of January 7 plan to commence multicasting in the next few months.

I also want to provide a few more examples of the content available on our multicast channels. KFSN, in Fresno, has aired live, new content on its second channel, including full screen election results on Recall Election night in California. WJRT in Flint, Michigan, operates an all-weather channel with live Doppler Radar that will soon include full weather information including a seven day automatically-updated forecast for the entire region. WTVD in Raleigh-Durham, North Carolina, repurposes local Duke and University of North Carolina coaches shows on its third channel (together with news and

¹ Pursuant to Section 1.1206 of the Commission's rules, an original and one copy of this letter are being filed with the Secretary's Office. The proceeding at issue is not restricted and therefore presentations are permitted, but must be disclosed.

other local programming). Several of our stations also show live traffic information and taped local sports specials on their multicast channels. As a general matter, our multicast channels air much more local news, public affairs, and other local programming than otherwise would be aired in the market. This is just a snapshot of our efforts as of today. The ABC owned stations will continue to experiment with and improve our multicast channels, including ideas such as including additional public service announcements as part of our multicast channels. All this content is provided free, over-the-air and should be distinguished from any subscription content; such content is excluded from our proposed definition of primary video.

To further emphasize that ABC's multicasting efforts do not detract from ABC's role as a leader in airing high definition programming, let me note that this year ABC aired the State of the Union address in high definition as our role as the network pool broadcaster for the speech. This is in addition to ABC's other premium high definition programming, including the NBA Finals, the Stanley Cup Finals, and the Academy Awards.

I hope that the FCC finds this clarification to be helpful. Please feel free to contact me for any additional information regarding the ABC Owned Television Station Group's multicasting efforts.

Sincerely,

Susan Fox
Vice President, Government Relations

ATTACHMENT 4



July 12, 2004

**ABC NEWS TO PROVIDE GROUND-BREAKING PROGRAMMING
ON MULTIPLE PLATFORMS, JULY 26 – NOVEMBER 2**

**ABC News to Offer Unprecedented News Programming to Affiliates for Transmission Over
Their Digital Television Signal; All 10 ABC Owned Stations Committed to Digital Carriage**

**Peter Jennings' 25 Hours of Gavel-to-Gavel Convention Coverage Across ABC Television
Network, Broadband and Wireless Platforms to Serve as Centerpiece of 14-Week Programming
Venture Leading to Election Night**

**Comprehensive Convention Coverage Spans All ABC News Broadcasts,
ABC News Radio and ABCNEWS.com**

With anchor Peter Jennings at the helm, ABC News will offer ground-breaking convention and election night coverage and expanded news programming for delivery on multiple platforms July 26 – November 2, ABC News president David Westin announced today. The broadcast network's comprehensive convention coverage will be complemented by programming on broadband channel ABC News Live, ABC News Radio and ABCNEWS.com. Additionally, for the first time ever, ABC News will offer a 24/7 news channel to its affiliates for transmission over their digital television signal, beginning July 26 through election night.

Within the upcoming weeks there will be additional announcements further detailing plans of individual affiliate efforts and affiliate/network collaboration on this unique programming venture.

Mr. Jennings will anchor 25 hours of ABC's Vote 2004 gavel-to-gavel convention coverage, which will serve as the centerpiece of this unique 14-week programming venture across an expansive offering of delivery systems. In addition to six hours of exclusive primetime coverage on the ABC Television Network, Mr. Jennings will anchor more than 19 hours of convention coverage on the news service that will be made available to affiliates for transmission over their digital signal. All ten ABC Owned Stations have committed to carry this additional digital service from July 26 to November 2, and they, like non-owned affiliates, will be able to arrange for cable coverage within their local markets.

Beyond its extensive convention and political coverage, ABC News will offer expanded news programming to affiliates for transmission over their digital television signal. ABC News will deliver live breaking news events, hourly news briefs and original reports from ABC News correspondents over the course of the 14 weeks, culminating in special election night coverage. This expanded news programming will also be made available through broadband and wireless via ABC News Live, a streaming news channel.

"ABC News is delivering old fashioned gavel-to-gavel coverage in a new way, with a new medium," said Mr. Westin. "ABC News and its affiliated stations are committed to bringing our audience the most complete coverage possible of this election, starting with 25 hours of primetime convention coverage and continuing through Election Night. Additionally, this unique 14-week

programming venture gives our owned stations and broadcast affiliates the opportunity to expand news coverage for their digital spectrum during a period of intense interest in politics and news. We look forward to working with our affiliates to provide the strongest, most comprehensive political coverage available on multiple platforms.”

Throughout the convention coverage Mr. Jennings will be joined by a team of ABC News analysts and correspondents, including George Stephanopoulos, Kate Snow, Claire Shipman, Mark Halperin, Ron Claiborne, Linda Douglass, Jake Tapper, Sam Donaldson, Cokie Roberts, Hari Sreenivasan, Gigi Stone, Dan Harris with the Kerry Campaign and Terry Moran with the Bush Campaign.

Peter Jennings will anchor live broadcast coverage of the Democratic Convention in Boston on the ABC Television Network on:

- Monday, July 26 from 10:00-11:00 p.m. ET
- Wednesday, July 28 from 10:00-11:00 p.m. ET
- Thursday, July 29 from 10:00-11:00 p.m. ET

Peter Jennings will anchor live broadcast coverage of the Republican Convention in New York on the ABC Television Network on:

- Tuesday, August 31 from 10:00-11:00 p.m. ET
- Wednesday, September 1 from 10:00-11:00 p.m. ET
- Thursday, September 2 from 10:00-11:00 p.m. ET

Peter Jennings’ anchored coverage of the Democratic Convention on ABC News Live will include:

- Monday, July 26 from 8:00-10:00 p.m. ET
- Tuesday, July 27 from 8:00-11:00 p.m. ET
- Wednesday, July 28 from 8:00-10:00 p.m. ET
- Thursday, July 29 from 8:00-10:00 p.m. ET

Peter Jennings’ anchored coverage of the Republican Convention on ABC News Live will include:
Monday, August 30 from 10:00 a.m.-1:00 p.m. and 8:30-11:00 p.m. ET

- Tuesday, August 31 from 8:30-10:00 p.m. ET
- Wednesday, September 1 from 8:30-10:00 p.m. ET
- Thursday, September 2 from 8:30-10:00 p.m. ET

Mr. Jennings will also anchor afternoon sessions on ABC News Live.

ABC News Live is the first-of-its-kind 24/7 streaming news channel ABC News launched in March 2003. It is available to nearly 30 million Internet viewers, including 24 million AOL members. It is also available through an ABC News On Demand or RealNetworks’ SuperPass subscription and for SBC/Yahoo and Bell South DSL customers. ABC News Live is channel 5 on MobiTV, the first live streaming television service for mobile phones currently available with Sprint PCS Vision.

In addition to the 25 hours of primetime coverage, each of ABC’s news broadcasts will provide comprehensive coverage of the conventions. **“This Week with George Stephanopoulos”** will kick off the convention coverage in July and August with a preview of the week’s events. George Stephanopoulos will remain in Boston and New York for the duration of both weeks to report and provide political analysis for other ABC News broadcasts and platforms. **“Good Morning America”** co-anchor Charles Gibson will report live from both conventions. Peter

Jennings will anchor **"World News Tonight"** from the Fleet Center in Boston and Madison Square Garden in New York. **"Nightline"** will provide comprehensive daily coverage of both conventions and around the country. Anchor Ted Koppel will report and anchor the show from different locations in key states, while **"Nightline"** correspondent Chris Bury will offer daily reports from the convention site.

"Politics Live," a daily political newscast on ABC News Live, airs at 1:00 p.m. ET. ABC News Live will carry a special one-hour broadcast, **"Vote 2004,"** from 7:00 – 8:00 p.m. ET during the conventions.

The ABC SuperSign in Times Square will showcase ABC News' live coverage of both the Democratic and Republican conventions.

ABCNEWS.com continues to provide in-depth reporting of political issues and news of the day, serving as a valuable resource for 800,000 unique visitors daily. Political coverage includes biographical information for all major convention speakers, text of every speech, wrap-up reports of the morning and evening news programs, and Reporter's Notebook features providing readers a daily on-the-scene look at the conventions. The Note, the widely acclaimed morning political briefing from the ABC News Political Unit, is available at www.abcnews.com/sections/politics/TheNote/TheNote.html. Daily news content and political analysis from The Note will be supplemented in **"Noted Now,"** available at www.abcnews.com/sections/politics/.

Special correspondent Gil Gross will anchor all major convention events for **ABC News Radio**. Specially designed studio facilities will host **"ABC Talk Radio Row"** for over 15 ABC News Radio affiliates from across the country. Sam Donaldson, on special assignment at the conventions, Sean Hannity, Larry Elder and John Batchelor will broadcast from ABC Talk Radio Row, constructed onsite in Boston and New York. ABC News Radio correspondent Ann Compton will cover President Bush at the Republican National Convention in her 30th year in the White House press corps.

NewsOne correspondents Nancy Weiner and Eric Horng will report live from Boston starting Sunday, July 25th continuing through Friday, July 30. Heather Cabot and Sonya Crawford will report live at the Republican convention Sunday, August 29 through Friday, September 3. NewsOne/ABSAT will serve 40 stations and clients, including the ABC Owned Stations and affiliates, BBC, Fuji TV, Associated Press Television and Univision.

ABC News Media Relations:

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– ABC –

July 22, 2004

"ABC NEWS NOW" TO LAUNCH MONDAY, JULY 26

Ground-breaking Programming Available on Broadband and Wireless to be Offered to Affiliates for Transmission Over Their Digital Television Signal; All 10 ABC Owned Stations Committed to Digital Carriage

Peter Jennings' Gavel-to-Gavel Convention Coverage on "ABC News Now" to Serve as Centerpiece of 14-Week Programming Venture Leading to Election Night

With anchor Peter Jennings at the helm, ABC News will launch "ABC News Now" on Monday, July 26. "ABC News Now" is part of a unique 14-week multiplatform news programming venture ABC News announced July 12. This 24/7 news service, is available via broadband, wireless, and, for the first time ever, to ABC affiliates for transmission over their digital television signal.

Beginning this Monday Mr. Jennings will anchor gavel-to-gavel convention coverage, which will serve as the centerpiece of news programming delivered across an expansive offering of delivery platforms - the ABC Television Network, broadband, wireless, and digital television. In addition to six exclusive hours of primetime coverage on the ABC Television Network, Mr. Jennings will anchor more than 23 hours of daily convention coverage on "ABC News Now." Beyond extensive convention and political coverage, "ABC News Now" will deliver live breaking news events, hourly news briefs and original reports from ABC News correspondents. All ten ABC Owned Stations have committed to carry this additional digital service concluding with special election night programming November 2.

Mr. Jennings will be joined on both broadcast and "ABC News Now" programming by a team of anchors and correspondents including George Stephanopoulos, Kate Snow, Claire Shipman, Mark Halperin, Dan Harris, Terry Moran, Bob Woodruff, Ron Claiborne, Linda Douglass, Jake Tapper, Sam Donaldson, Cokie Roberts, Hari Sreenivasan and Gigi Stone.

Programming highlights from extensive convention coverage on "ABC News Now" include:

- Peter Jennings will anchor "ABC News Now's" live coverage of the conventions beginning at 8:00pm EDT each evening. He will be joined by the expert team of ABC News anchors and correspondents. On the nights when Mr. Jennings is anchoring coverage on the ABC Television Network, Bob Woodruff or Terry Moran will assume the primetime anchor responsibilities for "ABC News Now."
- Peter Jennings and George Stephanopoulos will introduce all "ABC News Now" coverage on Monday July 26 at 12:00 noon EDT. Terry Moran, Hari Sreenivasan and Gigi Stone will share anchor responsibilities throughout the day.
- "Trail Mix," an interactive "pre-game" program co-anchored by Sam Donaldson in Boston and Hari Sreenivasan in New York at 7:00pm EDT. This original programming features newsmaker guests and political analysts.

- From 1:00 to 1:30 pm EDT each day, "ABC News Now" will air "Politics LIVE." This live daily political newscast (until now seen only on broadband) reports the most interesting political developments of the day. Peter Jennings will anchor "Politics LIVE" on Monday, July 26.
- From 1:30 to 4:00pm EDT "ABC News Now" convention coverage will draw on correspondents on the scene, various live guests, including delegates and elected officials, and existing ABC News interviews and reports.
- "ABC News Now" will air original business programming beginning each morning – beginning at 9:20 am EDT before the opening bell at the New York Stock Exchange and concluding at 10:00 am.
- Morning programming will also include a review of what took place at the convention the night before with political reports and interviews drawn from ABC News programming that has aired earlier.
- From midnight until 3:00 am EDT each day, "ABC News Now" will air an extended replay of convention highlights from the previous day.

Viewers can go to www.ABCNEWS.com to find out where "ABC News Now" is available over digital television in their market. "ABC News Now" is available through broadband to ABC News On Demand subscribers at ABCNEWS.com, to all AOL members, as well as Comcast.net, RealNetworks' SuperPass, SBC Yahoo! and BellSouth FastAccess customers. This programming is available on mobile phones with MobiTV through Sprint PCS Vision.

- ABC -

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July 23, 2004

**WABC TO CARRY "ABC NEWS NOW" AT LAUNCH ON MONDAY, JULY 26 ON
DIGITAL CABLE IN NEW YORK
Channel 216 on Comcast Digital Cable
Channel 730 on Time Warner Digital Cable**

**Ground-breaking Programming Available on Broadband and Wireless to be Offered to
Affiliates for Transmission Over Their Digital Television Signal; All 10 ABC Owned
Stations Committed to Digital Carriage**

**Peter Jennings' Gavel-to-Gavel Convention Coverage on "ABC News Now" to Serve as
Centerpiece of 14-Week Programming Venture Leading to Election Night**

With anchor Peter Jennings at the helm, ABC News and WABC will launch "ABC News Now" on Monday, July 26 on digital cable in New York. "ABC News Now" is part of a unique 14-week multiplatform news programming venture ABC News announced July 12. This 24/7 news service, is available via broadband, wireless, and, for the first time ever, to ABC affiliates for transmission over their digital television signal. "ABC News Now" will be available for Comcast Digital Cable subscribers on channel 216 and for Time Warner Digital Cable subscribers on channel 730. WABC viewers with a digital tuner can get "ABC News Now" over the air on channel 7-2.

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