

Brandon Burgess
Chief Executive Officer

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ORIGINAL



June 8, 2006

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RECEIVED

JUN - 9 2006

Federal Communications Commission
Office of Secretary

Ms. Marlene Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: *Ex Parte* Filing
CS Docket No. 98-120

Dear Ms. Dortch:

Pursuant to Section 1.1206 of the FCC's Rules, this letter is submitted, in duplicate, to advise you that on June 7, 2006, the undersigned met with FCC Chairman Kevin J. Martin and Heather Dixon, Legal Advisor for Media Issues to the Chairman, to discuss a number of matters relating to over-the-air television broadcasting and the transition to digital. During the course of those discussions, the importance of full digital multicast must carry for television broadcasters was emphasized consistent with the previous filings of ION Media Networks in this docket. The enclosed materials were provided.

Very truly yours,

A handwritten signature in black ink that reads "Burgess". The signature is written in a cursive, flowing style.

Brandon Burgess
Chief Executive Officer
ION Media Networks

Enclosures

cc: The Honorable Kevin J. Martin
Heather Dixon, Esquire

No. of Copies rec'd 041
List A B C D E



iHEALTH

**Consumer Study and Plan
for Preventive Health Care
in Digital Broadcast DTV**

**DIGITAL BROADCAST
MULTICASTING**



Agenda and Executive Summary:

1. Health Care Crisis

- U.S ranks worst in global health care crisis

2. Consumer Research & Opinion

- Media (TV in particular) is part of the problem, and must help with solutions

3. Digital Health Broadcast Plan

- With regulatory support, digital broadcasting can be advocate for preventive health care

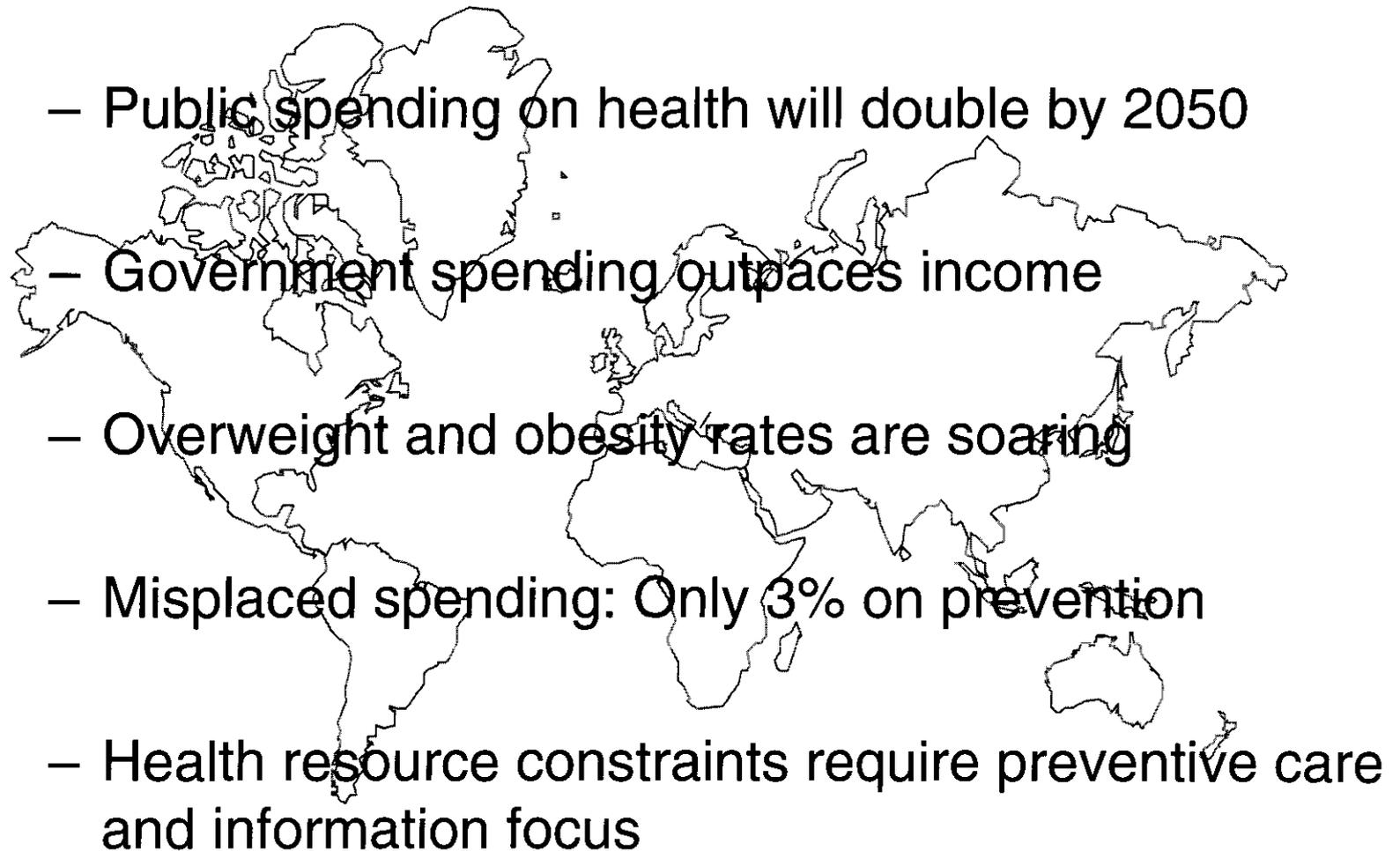


1. The Symptoms:

Health Care Crisis

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The World's Health Care Crisis

- 
- Public spending on health will double by 2050
 - Government spending outpaces income
 - Overweight and obesity rates are soaring
 - Misplaced spending: Only 3% on prevention
 - Health resource constraints require preventive care and information focus

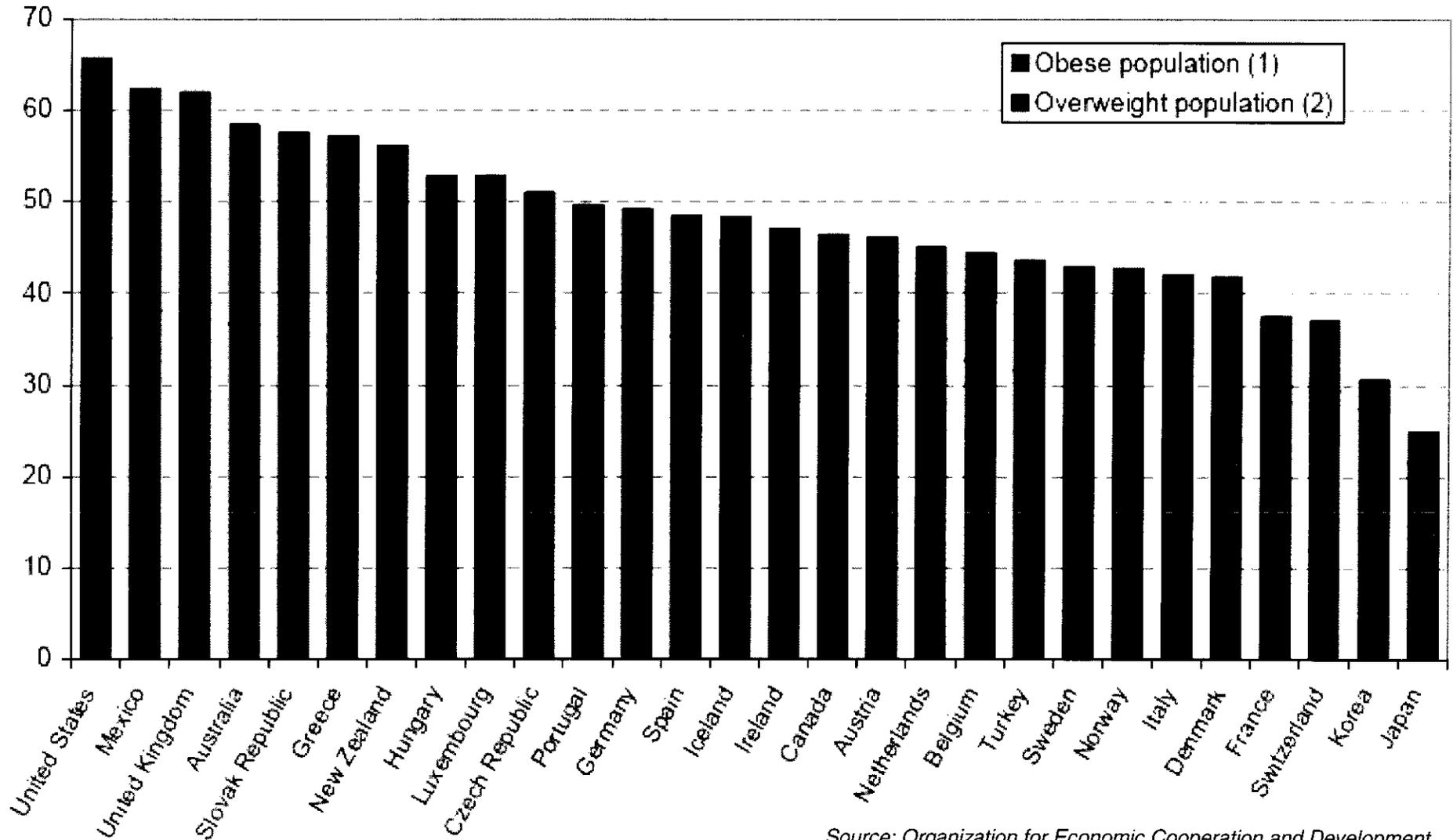
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The U.S. is Number One in Medical Expenditures But is 28th in Life Expectancy

		1. Japan	82
2. Switzerland	3,446	2. Andorra	81
3. Norway	3,409	Australia	81
4. Luxembourg	3,065	Italy	81
5. Canada	2,931	Monaco	81
6. Germany	2,817	San Marino	81
7. Iceland	2,807	Sweden	81
8. France	2,736	Switzerland	81
9. Netherlands	2,643		
10. Denmark	2,583	28. Cuba	77

Source: Per capita health expenditures for each country adjusted to U.S. dollars
 U.S.—Centers for Medicare and Medicaid Services 2003; all other countries—OECD
 Health Data File 2004/Life expectancy—World Health Organization 2005 Annex Table 1

U.S. is World's Most Obese Country



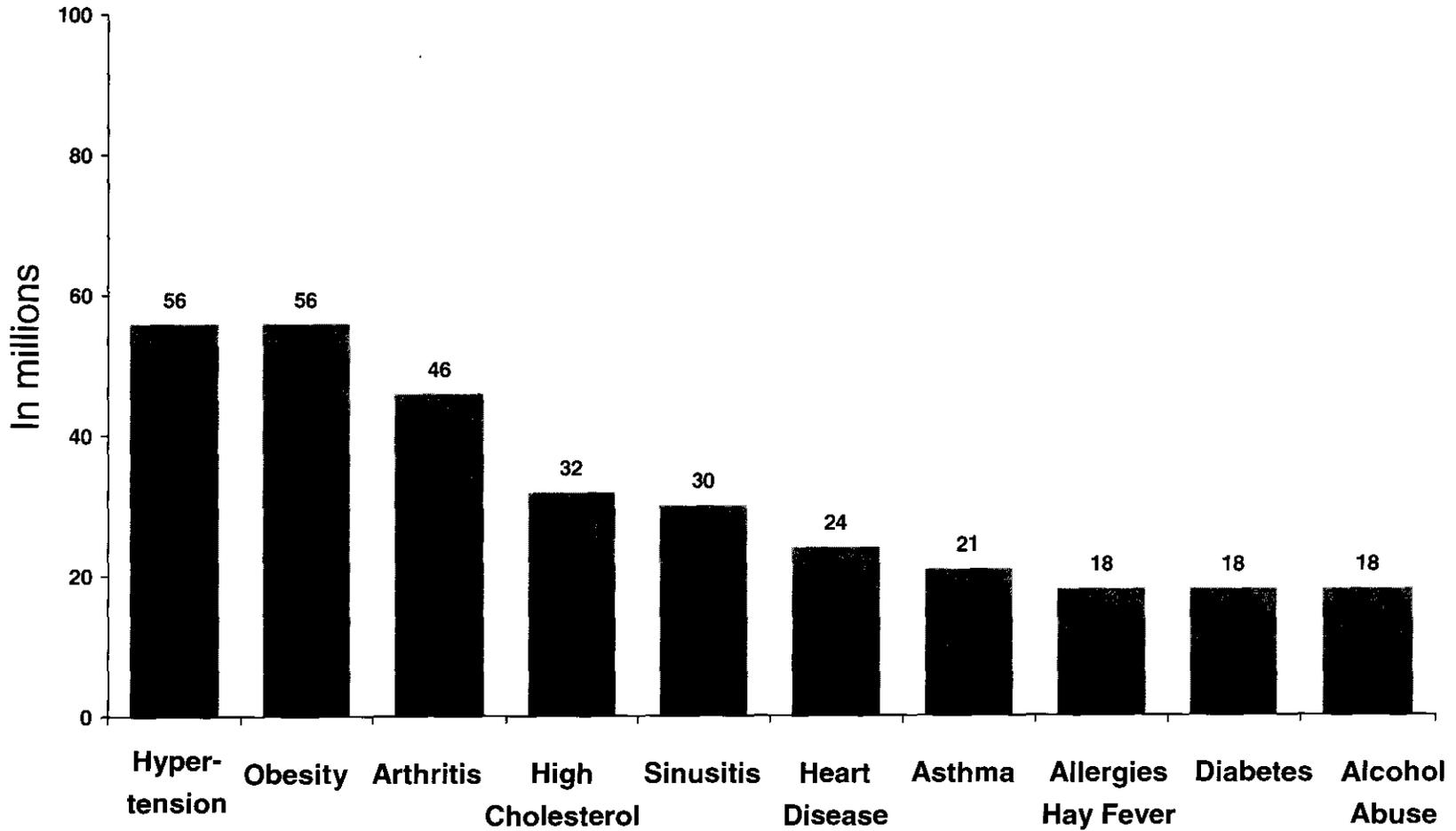
Source: Organization for Economic Cooperation and Development

As Obesity Grows, Poor Health Increases

- The number of obese Americans increased by over 60% from 1991-2000
- The number of overweight young people has more than doubled in the past 20 years
- The increase in obesity will lead to more chronic diseases including type 2 diabetes, cardiovascular disease and hypertension
- The number of Americans suffering from diabetes rose by more than one-third from 1990 to 1998

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Millions of Americans Are Affected by Poor Health



Sources: CDC 2003 reports, NIH, Natl. Cancer Institute

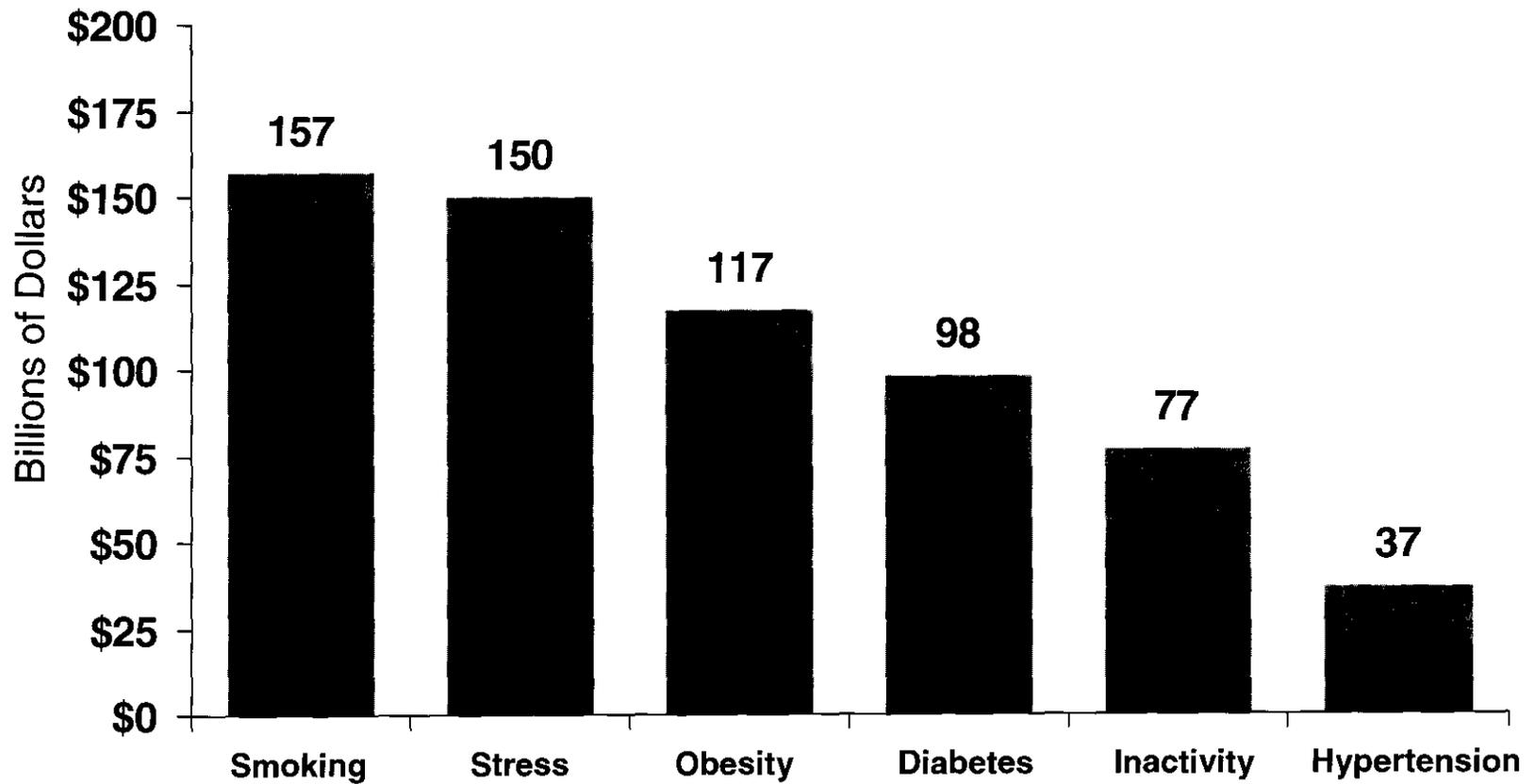
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Racial and Ethnic Minorities Are Disproportionately Affected by Poor Health

- Diabetes cases among African-Americans are 70% higher than among White Americans
- Hispanic Americans and African Americans are considerably more obese and overweight than White Americans.
- Puerto Rican Americans are leading sufferers of asthma
- Half of all new AIDS virus infections are among African-Americans

*Sources: National Institutes of Health
MedLine Plus articles, February 2006;
Poverty--Nat. Center for Health Statistics 2005
Data Book; American Obesity Association*

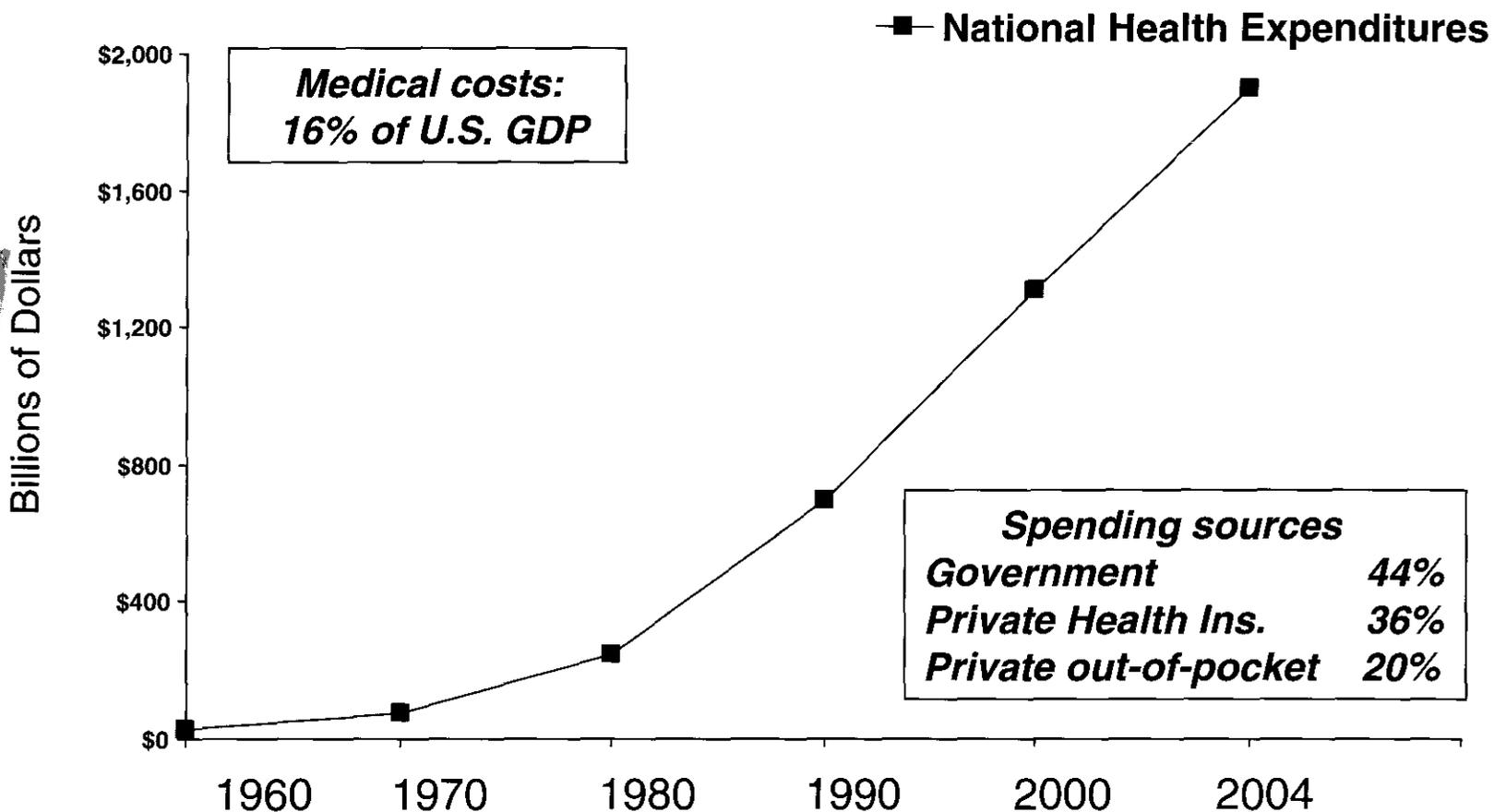
The Cost of Poor Health Choices is Enormous



Source: Health Promotion Advocates 2004 Briefing

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The U.S. Spends Almost 2 Trillion Dollars Yearly on Health Care



Source: National Center for Health Statistics

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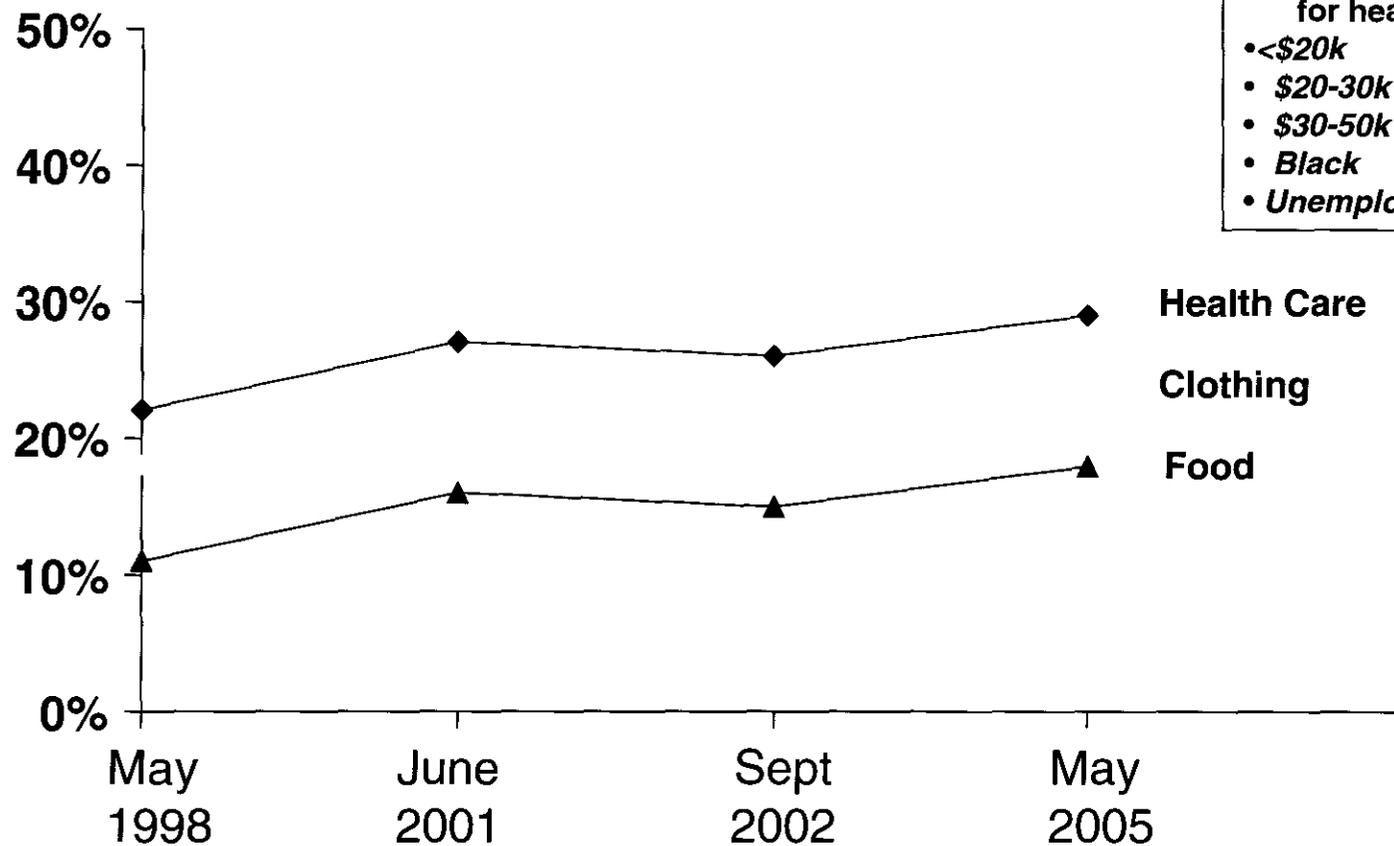
Health Care Crisis Poses Major Threat to Public and Private Financial System

- Health care spending outpaces income growth by average 2.5% each year
- The U.S. government funds 44% of health spending, well below the world average of 72%
- Private insurance accounts for 37% of total health spending--largest in the world
- Health insurance premiums up more than 60% since mid-1990s
- Employer-sponsored health insurance fallen from 70% in 1970's to 50% today

*Sources: Organization for Economic Cooperation and Development;
The Economist, January 2006*

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Health Care is Biggest Source of U.S. Household Financial Pressure



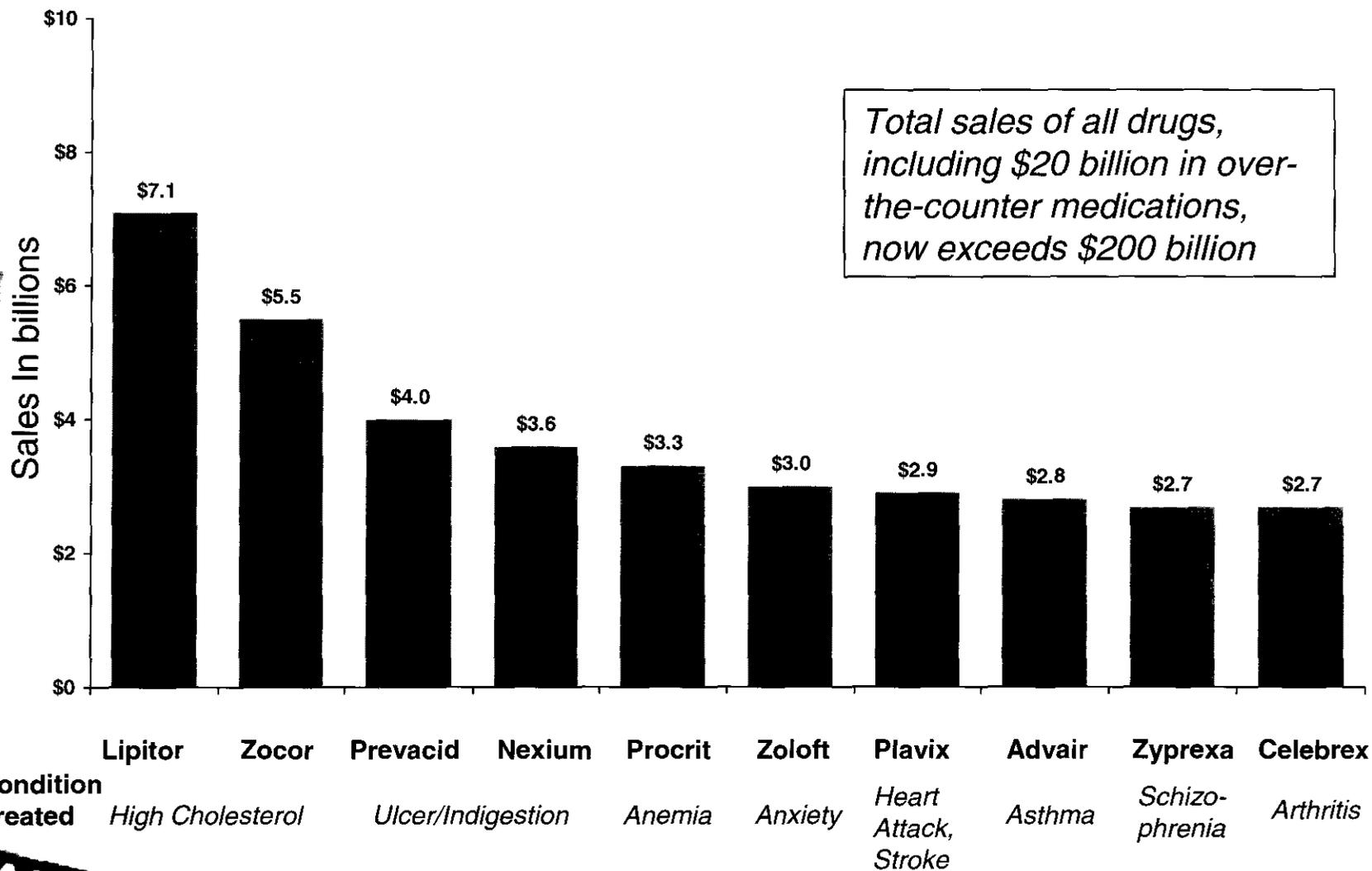
Low income,
African-Americans
not enough money
for health care

- <\$20k 57%
- \$20-30k 40%
- \$30-50k 34%
- Black 46%
- Unemployed 55%

Source: The Pew Research Center, June 2005. Q: Have there been times during the last year when you did not have enough money to buy _____ your family needed?

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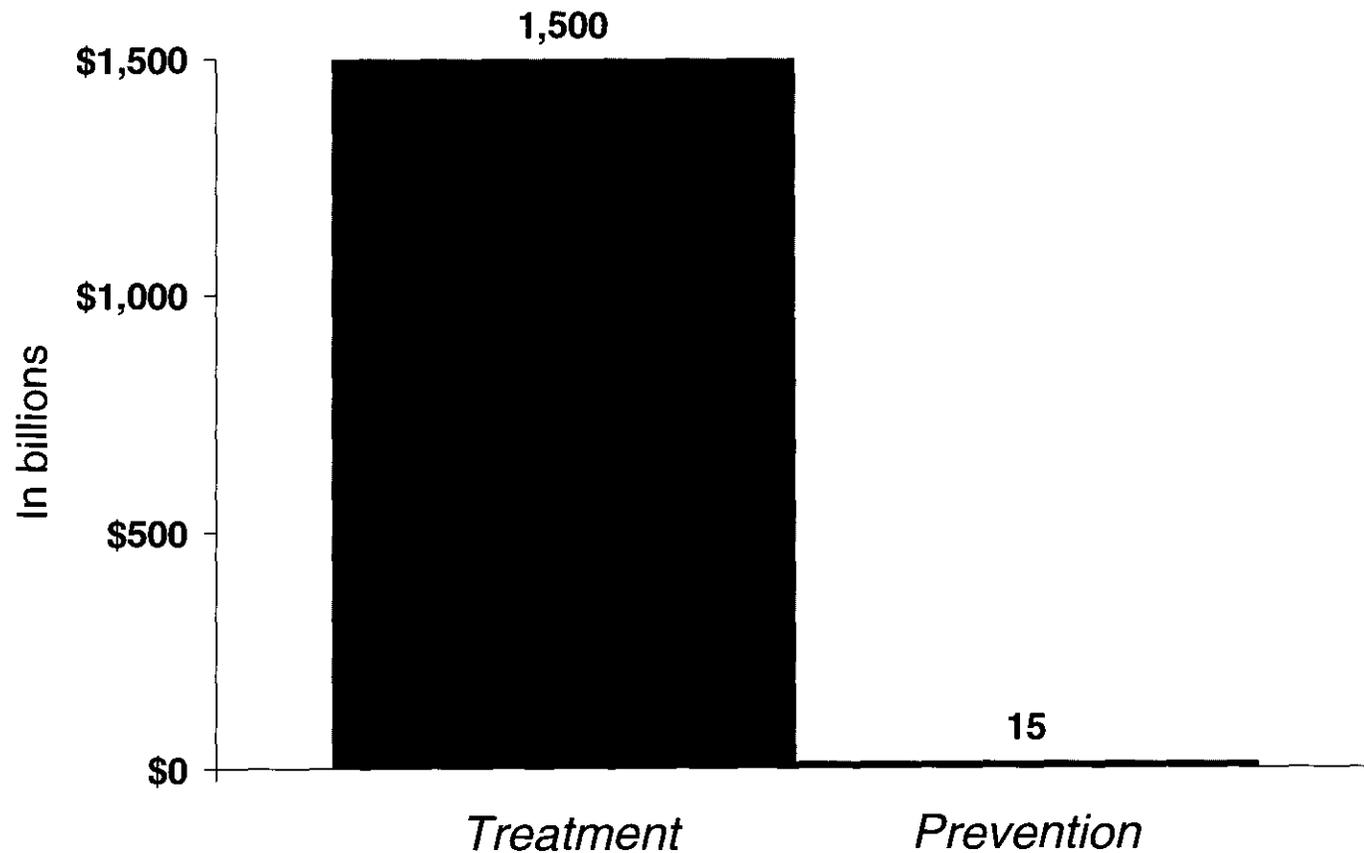
Americans Are Spending Billions on Medications For Relief, Not Prevention



Based on prescription data and wholesale acquisition cost (WAC) prices for retail, mail order, clinics, hospitals, long-term care and home health care organizations and other non-retail channel

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“Of \$1.5 Trillion+ Public Health Care Spending, Only 1% Goes to Consumer-Oriented Prevention”



Source: Health Promotion Advocates 2004 Briefing
Quote from Dr. David Satcher, U.S. Surgeon General,
April 14, 1999

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Health Care Crisis Seen as Leading Government Priority by U.S. Citizens

Health care	39%
The war in Iraq	36%
Job creation & economic growth	35%
Terrorism	29%
The cost and supply of energy	21%
Illegal immigration	18%

*Source: NBC News/Wall Street Journal poll, January 2006. Ranked by combined top/second priorities.
Q: Let me list some issues that have been proposed for the federal government to address. Please tell me which one of these items you think should be the top priority for the federal government. If you had to choose just one, which do you think should be the top priority? And which of these issues do you think should be the next highest priority for the federal government to address?*

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2. The Diagnosis:

Consumer Research

Conducted by
Frank N. Magid Associates
February 2006

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Consumer Research Summary

- While many Americans rely on TV as their main source of health information, actual viewing is only periodic and satisfaction with TV as a health information source is low.
- A new health information channel is something the public would recognize as unique and different, useful, and potentially meaningful to their lives.
- The information-centered approaches and programming being considered are in keeping with the perceived need.
- Specific health topic interests are varied and widespread, including many with a decidedly “medical” focus.
- Consumers place top priority on the accuracy, credibility, and completeness of any health information source. Secondly, they look to its usefulness and ready accessibility. Matters of presentation style and tone, while still important, carry far less weight.
- Those most in need of health information – women, older people, those with chronic conditions or of fair-to-poor health status – show the strongest interest.

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Consumers are Concerned About Rising Health Care Costs and Insurance Coverage

Consumer Voices:

- “It seems like every year the benefits go down and the costs go up”—Terri, 34
- “When I started they used to pay for pretty much everything on our coverage and now it’s like you have a co-pay and deductible and a this and a that.”—Tomala, 54
- “We never thought we’d be in a financial situation like that, that early in our life (having to dip into a 401k to pay for health care expenses)”—Vicki, 45

*Source: Frank N. Magid Associates Focus Groups,
February 2006*

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As Health Costs Increase, Consumers Seek More Information ... But Don't Find It.

- More than 90% of consumers are looking for more health information from trusted sources
- A great deal of information is available, but consumers are having a difficult time sorting out accurate information
- Education is a valuable tool in improving health and reducing health care costs

*Source: Frank N. Magid Associates Focus Groups,
February 2006*

Consumers Understand Benefits of Health Information

- Reduce doctor visits
- Miss less time at work
- Make better decisions about medications and treatments
- Make better use of limited time and attention received from doctors

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*Source: Frank N. Magid Associates Focus Groups,
February 2006*

Consumers are Most Likely to Learn About New Treatments or Prevention from TV

35%	TV
22%	Doctor
21%	Internet
7%	Friends/family, word of mouth
4%	Newspaper
4%	Magazines
4%	None/Don't Know
1%	Radio
1%	Books

Source: Frank N. Magid Associates Online Survey of 1,000 respondents aged 25-64, February 2006

TV is Underutilized as a Health Information Source

- Average household watches TV more than 8 hours/day
- Consumers dissatisfied with health information on TV, citing content as being too sensational and tainted by commercials
- 80% of consumers want more health information on TV
- TV is preferred source to visualize and personalize stories
- Difficulty of sorting out accurate content on Internet is a huge drawback
- Need for information about prevention and treatment crucial as health costs increase

Source: TV viewing: NAB/Nielsen. Other: Frank N. Magid Associates Focus Groups, February 2006

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