

Conseil de la radiodiffusion et des télécommunications canadiennes

Les Terrasses de la Chaudière 1, Promenade du Portage Hull (Québec) Canadian Radio-television and Telecommunications Commission

Adresse postale/Mailing Address Ottawa, Ontario K1A 0N2

20 May 2005

Mr. Michael Hennessy
President
Canadian Cable Telecommunications Association (CCTA)
360 Albert Street Suite 1010
Ottawa, Ontario
K1R 7X7
Facsimile (613) 232-2137

Re: Change from Discovery Wings to The Military Channel

Dear Mr. Hennessy:

In Call for comments on proposals by sponsors for the addition of non-Canadian satellite services to a digital list of eligible satellite services, Public Notice CRTC 2001-33, 2 March 2001, the Commission issued a public notice that included a request by the CCTA to add a non-Canadian service called Discovery Wings to the lists of eligible satellite services for digital distribution (the digital lists). In that public notice, the service was described in the following manner:

A 24-hour programming service in the English language devoted exclusively to aviation and space enthusiasts and provides information on the past, present and future of air travel. It explores everything from airplanes, helicopters and gliders to rockets.

In Revised lists of eligible satellite services, Public Notice CRTC 2001-82, 13 July 2001, Discovery Wings was added to the digital lists.

According to various press reports*, on 10 January 2005, Discovery Wings was "relaunched" as The Military Channel. The service is described in these reports as "focusing on all aspects of the armed forces, military strategies, and personnel throughout the ages including personal stories of servicemen and women and in-depth explorations of military technology, aviation and history."

A review by Commission staff of BDU channel line-ups reveals that, following this transition, BDUs that used to carry Discovery Wings began to carry The Military Channel. The Commission makes no reference to The Military Channel on its lists of cligible satellite services.

The Commission's policy, as affirmed in *Revised Lists of Eligible Satellite Services*, Public Notice CRTC 1997-96, 22 July 1997 (Public Notice

Vancouver 580 Hornby St. Suite 530 Vancouver, BC V6C 3B6 (604) 666-2111 TDD: 666-0778 Fax: 666-8322

Winnipeg 275 Portage Av. Suite 1810 Winnipeg, MB R3B 2B3 (204) 983-6306 TDD: 983-8274 Fax: 983-6317

Montréal 405, boul. de Maisonneuve est Suite B2300 Montréal (QC) (514) 283-6607

Halifax Metropolitan Place Suite 1410 99 Wyse Road Dartmouth, NS B3A 4S5 (902) 426-7997 TDD: 426-6997 Fax: 426-2721

Toronto 55 St. Clair Av. East Suite 624 Toronto, ON (416) 952-9096

Regina Cornwall Professional Bldg 2125, 11th Avenue Suite 103 Regina, SK (306) 780-3422

Edmonton 10405 Jasper Avenue Suite 520 Edmonton, AB (780) 495-3224

> Renseignements généraux : (819) 997-0313 Sans frais 1-877-249-2782

ATME : 1-877-909-2782 Télécopieur : (819) 994-0218 www.crtc.gc.ca General Inquiries: (819) 997-0313 Toll-free 1-877-249-2782 TDD: 1-877-909-2782 Fax: (819) 994-0218 www.crtc.gc.ca

Canada

1997-96), is to consider the removal of a non-Canadian service from the lists if the service undergoes a change in format so as to become competitive with a Canadian pay or specialty service.

In *Distribution of Spike TV by broadcasting distribution undertakings*, Public Notice CRTC 2005-9, 27 January 2005, the Commission made the following statement:

Only non-Canadian services approved for distribution by the Commission may be distributed by BDUs. Where a service undergoes such fundamental changes as occurred in this case, so that it is no longer the same service as was approved for distribution by the Commission, the distribution of that service similarly requires the approval of the Commission.

In light of the above, please provide the following:

- 1. The CCTA's view, with supporting rationale, as to whether the authorization on the digital lists to distribute Discovery Wings extends to The Military Channel.
- 2. In the past, where a service has changed in name only, BDUs have filed a request with the Commission to have the name on the list changed. In such cases, BDUs have provided the Commission with supporting information substantiating that only a name change has taken place (e.g., Bell ExpressVu submitted information when the service Muzzik changed its name to Mezzo).

If the CCTA considers the transition from Discovery Wings to The Military Channel to be a change in name only, please file a request to change the name on the digital lists from Discovery Wings to the Military Channel, with supporting information to substantiate that only a name change has occurred.

- 3. Alternatively, if the CCTA is of the view that the service's format has changed and those changes are fundamental, does the CCTA intend to sponsor the addition of The Military Channel to the digital lists and to satisfy the information requirements outlined in Public Notice 2000-173? If so, please include the required information in your response to this request.
- 4. If, in the CCTA's view, the format of the service has changed, but those changes are not fundamental, please provide the CCTA's position as to whether or not The Military Channel would be totally or partially competitive with any authorized Canadian pay or specialty service(s) including Category 1 and Category 2

totally or partially competitive with any authorized Canadian pay or specialty service(s) including Category 1 and Category 2 services. Please provide supporting evidence and rationale for this position.

Please provide the information requested to the Commission no later than 2 June 2005.

Sincerely,

Marc O Sullivan

Executive Director

Broadcasting

^{*}Associated Press, 12 January 2005; Hollywood Reporter,

¹ December 2004



-	Canadian Cable Telecommunications Association	Association canadienne des télécommunications par câble
	360 Albert St., Suite 1010 Ottawa, Ontario: K1R 7X7 Telephone: (613) 232-2531 Facsimile: (613) 232-2137 www.cota.co	360 rue Albert bureau 1010 Ottawa (Ontano) K1R 7X7 Teléphore (613) 232-2631 Télécopieur: (613) 232-2137 www.actc.ca

May 31, 2005

Marc O'Sullivan
Executive Director
Broadcasting
Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario
K1A 0N2

Dear Mr. O'Sullivan

Re: Change from Discovery Wings to The Military Channel

The Canadian Cable Telecommunications Association (CCTA) is in receipt of a letter dated 20 May 2005, in which the Commission requests the CCTA's views regarding the relaunch of Discovery Wings as The Military Channel.

CCTA considers that the transition from Discovery Wings to The Military Channel is a change in name only. Accordingly, CCTA requests that the Commission change the list to reflect the new name of the service.

In Revised lists of eligible satellite services, Broadcasting Public Notice CRTC 2003-43, the Commission approved a name change for a service on the list ("Mezzo") on receipt of supporting documentation from Bell ExpressVu. Consistent with that decision, CCTA attaches a letter from Discovery Communications, along with programming schedules before and after the name change. This supporting information substantiates CCTA's position that only a name change has occurred.

As Discovery Communications notes in its letter, Discovery Wings had a strong military focus with additional non-military aviation and space programming. A comparison of the programming schedules confirms that the same broad genre of programming continues to dominate The Military Channel's schedule. In fact, most of the specific programs that were aired on Discovery

CCTA's letter Discovery Wings/Military Channel May 31, 2005 Page 2 of 2

Wings continue to be central to the programming schedule on The Military Channel. Discovery Communications further confirms that the rebranded Military Channel will continue to provide aviation and space programming. For these reasons, CCTA submits that the Commission's authorization to distribute Discovery Wings extends to The Military Channel.

Consistent with the Commission's approach in the past where a service has changed in name only, CCTA requests that the Commission change the name on the digital lists from Discovery Wings to The Military Channel.

Sincerely,

Michael Hennessy

President

Attachment



One Discovery Place Silver Spring, MD 20910

 Jeffrey G. Cross Vice President

Vice President US Legal

Mr. Michael Hennessy President, Canadian Cable Telecommunications Association 360 Albert Street Suite 1010 Ottawa, Ontario K1R 7X7

Dear Mr. Hennessy,

Thank you for forwarding a copy of the May 20, 2005 letter from the Canadian Radio-television and Telecommunications Commission (the "CRTC") regarding the recent renaming of the programming service known as Discovery Wings Channel ("Wings") to Military Channel ("Military"). Discovery greatly values our partnership with Canadian distributors and our opportunity to provide Canadian subscribers with quality programming from the Discovery family of channels. We take the CRTC's requirements very seriously, and thus, in order to assist you in your response to the CRTC's inquiry, I wanted to confirm to you that the rebranding of Wings to Military does not represent a fundamental change to the service approved by the CRTC. To the contrary, Wings historically has had a military focus, and the rebranded Military service will continue to provide aviation and space programming consistent with that theme.

Since the inception of Wings, Discovery has programmed the service with a strong military theme, as shown on the attached program schedule dated April 9, 1999. This theme has proven very popular with our viewers and distributors, and thus late last year Discovery elected to broaden the military themed programming presented on the channel to include all aspects of warfare, both in the air, on the ground, and on and under the sea. Discovery renamed the service with the Military brand in order to highlight this theme and refocus the marketing of the service to better serve consumers and distributors. Nonetheless, because of the impact of aviation and space technology on the modern battlefield, the programming of the service remains fundamentally the same as in 1999. Indeed, aviation related programming continues to dominate the Military schedule, as may be seen on the attached program schedules from the weeks of December 20, 2004 (prior to the name change), January 24, 2005 (immediately following the name change), and May 23, 2005 (the most recent available schedule). In the future, Military will continue to contain programming devoted to aviation and space enthusiasts, and the military focus of the programming is not fundamentally different from the focus of the service in prior years.

Accordingly, Discovery believes that the change from Wings to Military is not a fundamental change from the format approved by the CRTC. Please feel free to contact me at 240-662-3817 if you have any questions about Military.

Best Regards,

Jeffrey G. Cross

Attachments

cc:

Bill Goodwyn John Risinger Eric Phillips David Karp

Discovery Wings Channel Sample Program Grid

			220	sampie Program Grid			
	Frontiers of Flight Powered Flight	Frontlers of Flight Coast to Coast	Frontiers of Flight The Atlantic & the World	Frontiers of Flight The Atlantic & the World USA Europe Non-Stop	Frontiers of Flight Air Trausport for all	Frontiers of Flight Golden Age Frontiers	Frontiers of Flight Rocket Power
					-	o .	
7:00 PM / 4:00 PM	Flight Log Episode 301	Flight Log Episode 303	Fight Log Episode 305	Flight Log Episode 101	Flight Log Episode 103	Flight Log Episode 105	Flight Log Episode 107
	Filght Log Episode 302	Flight Log Episode 304	Flight Log Episode 306	Füglit Log Episode 102	Flight Log Episode 104	Flight Log	Flight Log
	Flrepower Wings Over the Sea	Firepower Combat Chopper	Firepower Dogfight	Firepower Fight for the 5ky	Firepower Air Attack	Firepower Stealth Jets	Firepower Royal Air Force
8:30 PM / 5:30 PM	Firepower Airlift Conumand	Firepower Mirage Jet	Firepower Air Guard	Firepower Strategic Airpower	Firepower Test Pilos	Firepower Missile Copier	Firepower Authorice Assault
9:00 PM / 6:00 PM 9:30 PM / 6:30 PM	The Aviators Aces High	The Aviators Speed Serkers	The Aviators Aerobais	The Aviators X-Men	Authology MIG Slory	Anthology Elite Choppers Part 1	Anthology Elite Choppers Part 2
10:30 PM / 7:00 PM	Anthology Nightbawk-Secrets of the Stealth	Anthology Arseral Winged Calvary	Anthology Flight Deck	Anthology Carrièr: Fortress at Sea	Anthology Choppers on Patrol	Authology The Space Shuttle	Anthology Destination Mars
11:50 PM / 8:00 PM	Anthology Wings Over the Gulf First Strike	Authology Wings Over the Gulf In Hams Way	Anthology Whys Over the Gull Flight Deck	- 			
12:00 AM / 9:00 PM	Frontlers of Flight Powered Flight	Frontiers of Flight Coast to Coast	Frontiers of Flight The Atlantic & the World USAJEurope Non-Stop	Frontiers of Flight USAIEurope Non-Stop	Frontiers of Flight Air Transport for all	Frontiers of Flight Golden Age Frontiers	Frontiers of Plight Rocket Power
1:00 AM / 10:00 PM	Filght Log Episode 301	Fiight Log Episode 303				Flight Log Episode 105	Flight Log Episode 107
	rugnt Log Episode 302 Firepower Wings Over the Sea	rugin Log Episode 304 Firepower Combat Chopper	Füght Log Episode 306 Fürepower Dogfight	Füght Log Episode 102 Firepower Fight for the Sky	Füght Log Episode 104 Firepower Air Attack	Flight Cog Episode 106 Firepower Stealth Jets	Flight Log Episode 108 Firepower Royal Air Force
2:30 AM / 11:30 PM	Firepower Airlift Command	Firepower Mirage fet	÷	Firepower Strategic Airjower	Firepower Test Pitas	Firepower Missile Copier	Firepower Airbonie Assault
3:00 AM / 12:00 AM 3:30 AM 12:30 AM	The Aviators Aces High	The Aviators Speed Seekers	The Aviators Aerobats		Anthology MIG Story	Authology Elite Choppers Part I	Anthology Elite Choppers Part 2
4:00 AM / 1:00 AM 4:30 AM / 1:30 AM	Secrets of	nged	Anthology Fight Deck	Anthology Carrier Fortress at Sea	Anthology Choppers on Patrol	Anthology The Space Shuttle	Arthology Destination Mars
5:00 AM / 2:00 AM 5:30 AM / 2:30 AM	Anthology Wings Over the Gulf First Strike	Anthology Wings Over the Gulf In Harms Way	Anthology Whos Over the Gulf Flight Deck	1			

Discovery Wings Channel

·	Monday 12/20	Tuesday 12/21	Wednesday 12/22	Thursday 12/23	Friday 12/24	Saturday 12/25	Sunday 12/26
6:00	73747-006 BF4788 Wings Over The World: Frontiers of Flight: Golder Age Frontiers [G]	73749-005 BF4768 Wings Over The World: Aviators, The: X-Men [G]	73747-001 BF4788 Wings Over The World: Frontiers of Flight: Powered Flight (G)	75694-006 BF4788 Wings Over The World: Lighter Than Air, To the	79953-005 BF4788 Wings Over The World: Untold Stortes: Project	78282-003 BF4790 Tech: Speeders in the Sky: Interlude (1938-1949) [PG]	76893-005 BF4788
)			rowered riight (e)	Edge of Space [PG]	Pluto (G)		Aircraft [PG]
6:30F	•			*		78919-017 BF4791 Tech: Taking Filght: Dawn of the Tittrotor [G]	
7:0 0P	87198-002 BF4001 Wings at War: History of Choppers: Power and Speed [G]	74579-000 BF4788 Wings at Wer: Wings Over the Pacific [G]	75203-008 8F4788 Wings at War: Wings of the Luftwaffe: Ma 282 [PG	79874-004 BF4768 Wings at War: Plane I Simple: The A-10 Warthog [PG]	75203-012 BF4001 Wings at War: Wings of the Luftwelfe: Me 321: Glgant [PG]	75663-018 BF4788 Tech: Understanding: Space Travel [G]	75204-013 EF4788 Military Aviation: Stranges Planes: World's Stranges Planes, The [G]
7:30P							
, ,,,,,,,,							
	,						
8:00P	87481-001 BF4792 Profiles: Legends of Aupower: Chuck Yeager [G]	24983-001 BF5033 Wings at Work: Wing Nuts: A Wing and a Prayer	75203-006 BF4909 Strategy: Wings of the Luftwaffe: Ju 52 [PG]	109550-000 BF4809 Showcase: Oshkosh 2004; The Next 100 Years [G]	87105-007 BF4792 Reality: Airport (season 6): Kylle & Tom [G]	105432-025 BF4792 Tech; Aerospace; Naval Air Support [G]	73746-003 BF4768 Military Aviation: Wings Over the Gulf: Final Assault, The [G]
8:30P	87481-003 BF4793 Profiles: Legends of Airpower: Billy Mitchell [G]				87105-008 BF4793 Realify: Aliport (season 8): Marie and Sheker [G]	105432-026 BF4793 Tech: Aerospace: Propulsion [G]	
9:00P)	78807-013 BF4788 Profiles: Birds of a Feather: Tuskegee Alnnen [G]	24883-003 BF5033 Wings at Work: Wing Nuts: Let it B-26	53261-000 BF4809 Strategy: Pearl Harbor In Color [PG (V)]	105323-000 BF4809 Showcase: Dayton Air Show, The: Thunder in the Sky [G]	87105-015 BF4792 Reality: Airport (season 6): Steve, Owen & Maria [G]	74562-004 BF4788 Tech: Future Winge: Mega Jets [G]	19335-000 BF-4788 Military Aviation: Secret Satollite [G]
9:30P					87105-011 BF4793 Reality: Airport (season 6): Stuart & the Illegals [G]		
10:00P	80876-001 BF4768 Profiles: Profiles of Flight:	24889-005 BF5033 Wings at World Wing Nuts:	74578-000 BF4788	106205-000 BF4809	87105-005 BF4792	74582-005 BF4788	
	Curtiss [PG]	Brother, Can You Spare a DC-9?	Strategy: Whispering Death [G]	Showcase: Oshkosh 2003: Centennial Edition [G]	Reality: Airport (season 6):	Tech: Future Wings: Space Planes [G]	104478-005 BF4792 Military Aviation; John Nichol Flies; Mig [G]
•	·					L	
10:30P					87105-013 BF4793 Reality: Airport (season 6); Axel, John & Maria (G)	ļ	104478-006 BF4793 Military Aviation: John Nichol Files: F18 SuperHornet [G]
	Profiles: Legends of	wings at work: Wing Nuts: :	oustegy: Wings of the	Snowcase: Osnkosh 2004:	87105-007 BF4792 Really: Airport (season 6): Kylle & Yorn [G]	onbhour (e)	3748-003 BF4788 filltary Aviation: Wings Over the Gulf: Firtal Assault, The [G]
J.F	17481-003 BF4793 Profiles: Legends of Urpower: Billy Mitchell [G]			· 11	37105-008 BF4793 Reality: Airport (season 6): Maria and Shaker [G]	105432-026 BF4793 Fech: Aerospace: Propulsion [G]	

Military Channel

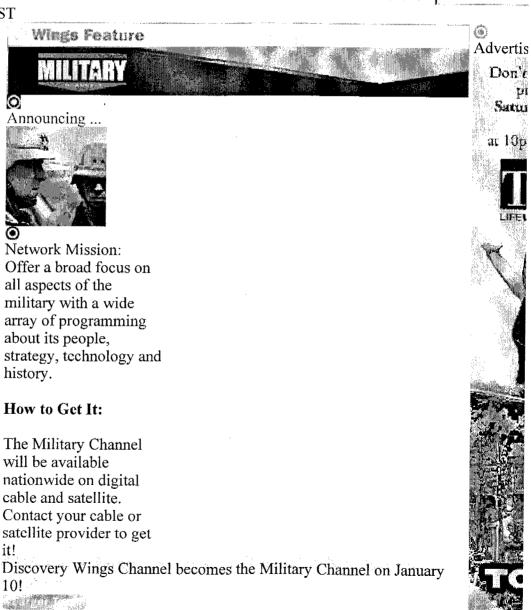
0.000	Monday 1/24	Tuesday 1/25	Wednesday 1/26	Thursday 1/27	Friday 1/28	Saturday 1/29	- Sunday 1/30
6:00F	109550-000 BF4809 Wingspan: Oshkosh 2004: The Next 100 Years [G]	80876-003 BF4788 Wingspan: Profiles of Flight: Tupelov [PG]	73749-003 BF4788 Wingspan: Aviators, The: Aerobats [G]	105600-000 BF4809 Wingspan: History Takes Flight [G]	80876-001 BF4788 Wingspan: Profiles of Flight: Curtiss [PG]	107687-004 BF5038 Strategy: Battleplan: Assault from the See [PG]	85358-000 BF4809 Military Showcase; Submarines; Life on a
į.	1			Ī			Boomer [P0]
, 				1	1 .	<u> </u>	
0:30F	'		ĺ] .			ľ
	1 :				1		
		<u> </u>			·		[
							
7:00P	78918-005 BF4809 Wings Over The World: Wings of France: Caravelle [PG]	86323-002 BF4809 Wings Over The World: Beyond the Wild Blue: Korea, SAC and the ICBMs [G]	86428-008 EF4809 Wings Over The World: Clash of Wings: Return to the Pacific [G]	23145-000 BF4809 • Wings Over The World: American Commendos: Airborns [PG]	75203-002 BF4809 Wings Over The World: Wings of the Luitwaffe: Me 109 [PG]	107307-000 BF4609 Frofiles: Virgin Soldiers [14 (LV)]	21033-000 BF4809 Military Showcase: Submartne Disasters - Deep Secrets [G]
			,	· ·	3.7		
:30P							
				1	-		
			 				·
;00P	87481-003 BF4792 Profiles: Legends of Airpower: Billy Mitchell [G]	107697-004 BF5038 Strategy: Battleplan: Assault from the Sea [PG]	74574-000 BF4788 Wings at War: Steel Rain [G]	65358-000 BF4809 Military Showcase: Submarines; Life on a Boomar [PG]	108990-001 BF4809 Technology: Top Tens: Top Ten Fighters [PG]	87024-003 BF4809 Alrpower: Wings Over Vietnam: Rolling Thunder [PG (V)]	53608-001 BF4809 Special Forces: Special Forces: Untold Stories: Green Berets [PG (V)]
•	<u> </u>			'			
30P	87481-004 BF4793		. ,				
	Profiles: Legends of Airpower: "Duke"						
	Cunningham [G]		·				
			·		·		
00P)	76807-002 BF4788 Profiles: Birds of a Feather: Mighty 8th, The [G]	107683-003 BF4792 Strategy: World War II Battlefront: Mount Hot Rock [PG]	I Winds at War: Rain of	21033-000 BF4809 Military Showcase: Submarine Disasters - Deep Secrets [G]	14799-003 BF4792 Technology: Fields of Armor: Debacle, The [PG]	74569-000 BF4788 Airpower: Landing Zone in Victnem [G]	22808-000 BF4808 Special Forces: Combat Elite, The [PG]
30P		107683-002 BF4793 Strategy: World War II Battlefront: Pearl Harbor [PG]			14799-004 BF4793 Technology: Fields of Armor: Gentleman's War, The [PG]		
ŀ			<u> </u>				
· J	Profiles: Virgin Soldlers [14 (LV)]	109255-020 BF4792 Strategy: Finepower (New 2004 Episodes): Royal Air Force [PG]	Comris (G)	50/239-004 BF4809 Millary Showcase: Extreme Machines 3: Nuclear Submarines [PG]	109255-015 8F5041 Technology: Firepower (New 2004 Episodes): Special Ops Wing [PG]	74578-000 BF4788 Airpower: Wittspering Death [G]	22477-000 BF4788 Special Forces: Marine Earning the Title [PG]
l	ŀ		1				
30P		109265-016 BF4763 Strategy: Firepower (New 2004 Episodes): Special Ops Wing [PG]	•	i	109255-020 BF4793 Technology: Firepower (New 2004 Episodes): Royal Air Force [PG]		
ŀ						•	
···])	Profiles: Legends of		Wings at War: Steel Rain [G]		Top Ten Fighters [PG]	Vietnam; Rolling Thunder	53608-001 BF4609 Special Forces: Special Forces: Uniold Stories: Gracn Berels [PG (V)]
T		:		` '	.**		
0P	7481-004 BF4793 Profiles: Legends of	, 1					
- 1/	Virpower: "Duke"		ļ				
- 1	Cunningham [G]		1				
٠ لــ	·		· ·	1			

Military Channel

	Monday 5/23	Tuesday 5/24	Wednesday 5/25	Thursday 5/26	Friday 5/27	Saturday 5/28	Sunday 5/29
6:00P	73749.001.05.052 BF5037	73747.005.06.052 BF 5037	87196.002.01.052 BF5038	75694,006.07,052 BF5037	80876.003.01.052 BF5037	107687.010.01.052	108440.000.01.052
	Wingspen: Aviators, The: Aces High [G]	Wingspan: Frontiers of Flight: Air Transport For All [G]	Wingspan: History of Choppers: Power and Speed [G]	Wingspan: Lighter Than Air: To the Edge of Space [PG]	Wingspan: Profiles of Flight: Tupelov [PG]	BF5038 Strategy: Battleplan; Control of the Air [PG]	BF5038 Milliary Showcase: Task Force Red Dog [PG]
6:30P							
7:00P	73746.002.04.052 BF5037	75693.016,03,052 BF5038	87024.001.05,052 BF5038	75627.010.05.052 BF5038	79953.005.03.052 BF5037	108146.004.01.052 BF503B	107307.000.02.052 BF5038
	Wings Over The World: Wings Over the Gulf; In Harm's Way [G]	Wings Over The World: Aircraft Stories: Germany's Aircraft [PG]	Wings Over The World: Wings Over Vietnam: FACs, The [PG (V)]	Wings Over The World: Wings of the Red Star: Soviet Rotors [PG]	Wings Over The World: Untold Stories: Project Pluto [G]	Profiles: Battlefield Diaries; Ambush in Iraq [14 (V)]	Military Showcase: Virgin Soldiers (14 (LV))
7:30P			-				
8:00P	87481.027.01.052 BF5041	107687.010.01.052 BF5038	74560,000.06.052 BF5038	23142.000.05.052 BF5038	24466.000.09.052 BF5038	75693.017.03.052 BF5038	22808.000.05.052 BF5038
	Profiles: Legends of Airpower: Jim Lovell [G]	Strategy: Baltieplan: Control of the Air [PG]	Wings at War: Flying Coffins [G]	Military Showcase: 82nd 'Airborne Division [PG]	Technology: Destroyer: Forged in Steel [PG]	Airpower: Aircraft Stories; U.S. Airpower in Europe [PG]	Special Forces: Combat Elite, The [PG]
8:30P	87481.037.01.052 BF5042	·					
	Profiles: Legends of Airpower: Joe Foss (G)						
9:007	76807,007,03,052 BF5037	107683.003.01.052 BF5041	78351.000.03.052 BF5037	107307.000.02.052 BF5038	14799.001.05.052 BF5038	75693,005,04,052 BF5037	23776.000.04.052 BF5038
	Profiles: Birds of a Feather: Lafayette Escadrille, The [G]	Strategy: World War II Batllefront: Mount Hot Rock [PG]		Military Showcase: Virgin Soldiers [14 (LV)]	Technology: Fields of Armor: October War, The [PG]	Airpower: Aircraft Stories: American Naval Aircraft [PG]	Special Forces: Carrier at War with Tom Brokaw [PG]
9:30P		107683.004.01.052 BF5042					
		Strategy: World War II Battlefront: Solomon Islands [PG]	:				
10:00P		109255.012.01,052 BF5041	74563.000.05.052 BF5037	108440,000.01.052 BF5038	109255.002.01.052 BF5041	75693.004.03.052 BF5037	53608.001.04.052 BF5038
	Ambush in Iraq [14 (V)]	Strategy: Firepower (New 2004 Episodes): Strike Fighters [PG]		Military Showcase; Task Force Red Dog [PG]	Technology: Firepower (New 2004 Episodes): Assault From The Sea (PO)	Airpower: Aircraft Stories: American Flying Boats [PG]	Special Forces: Special Forces: Unlold Stories: Green Berets [PG (V)]
10:30P		109255.001.01.052 8F5042			109255,008.01.052 BF5042		
	j.	Strategy: Firepower (New 2004 Episodes): Airborne Assault [PG]			Technology: Firepower (New 2004 Episodes): Artillery Strike [PG]		



December 14, 2004 EST



Bringing viewers compelling, real-world stories of heroism, military



strategy, technological breakthroughs and turning points in history, Discovery Communications, Inc. will transition its Discovery Wings Channel to the Military Channel on Monday, Jan. 10, 2005.

While the Discovery Wings Channel focused exclusively on aviation, the Military Channel will feature a dramatically broadened programming mission, as well as an all-new, on-air look. The network's revamped lineup of series and specials is designed to take viewers "behind the lines" to tell the personal stories of servicemen and women and offer in-depth explorations of military technology, battlefield strategy, aviation and history. The Military Channel will also provide access to military personnel and hardware, allowing viewers to experience and understand a world full of human drama, courage, innovation and long-held traditions.

"The Military Channel will represent the highest quality programming across a broad spectrum of military related genres that we believe consumers have a keen interest in learning more about," said Judith A. McHale, President and CEO of Discovery Communications. "In an increasingly fragmented marketplace, the Military Channel will broaden Discovery Communications' offerings and further differentiate our portfolio of emerging networks."

"We're very proud to introduce the Military Channel, a network that will apply the Discovery standards of quality, depth and storytelling to a topic of fascination and relevance in our world," said Billy Campbell, President of Discovery Networks U.S. "By covering all aspects of the military and the people who define it, we will extend the Discovery brand, create a service that appeals to our existing viewers, and attract new viewers and sponsors."

"Our viewers have a deep interest in military topics and people," said David Karp, Senior Vice President and General Manager of the channel. "Our mission is to tap into this passion by providing a high-quality lens that details contemporary and historical events, explores its human elements and highlights the strategic and technological advances that define the world of the armed forces."

From Iraq and Afghanistan to historic battlefields, wartime heroes and peacetime innovators to state-of-the-art technology and the key strategies that have shaped military tactics, the network's programming will cover a wide range of topics. Programming will come from sources all over the world, including Discovery Wings.

In addition to its programming efforts, the Military Channel has entered into a number of partnerships with military-related charitable, educational and marketing organizations. It is a World Partner of the USO, the nation's pre-eminent nonprofit organization serving the needs of 30-million active-duty personnel, reservists and veterans through a relationship that entails marketing, educational and programming components. The network is also working with the National D-Day

Museum and the Congressional Medal of Honor Foundation for educational campaigns, public services announcements, membership outreach and programming. In addition, the network is working with Military.com to reach the worldwide U.S. military and veteran communities.

Military Channel programming will begin airing in North America on Monday, Jan. 10, 2005. Its first night of primetime programming will be highlighted by the world television premiere of *Task Force Red Dog* and the two-hour special *Delta Company*.

Pictures: DCI



By visiting this site, you agree to the terms and conditions of our <u>Visitor Agreement</u>. Please read. <u>Privacy Policy</u>. <u>Copyright ©</u> 2004 Discovery Communications Inc.

The leading global real-world media and entertainment company.