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DISCOVERY CHANNEL UNVEILS 2014-2015 UPFRONT SLATE

Spectacular Live Events, New Programming and Returning Hits Highlight Discovery Channel in 2014-2015

(NEW YORK, NY) – Fueled by live wow moments, #1 hits and breakout new series, Discovery Channel, with 11 series that averaged more than two million Total Viewers (P2+) each and **SKYWIRE LIVE WITH NIK WALLEDA**, the #1 LIVE event on cable, again landed in cable’s Top 10 for Persons 25-54 in 2013. Discovery continued its ratings victories into 2014 by smashing monthly ratings records when January 2014 became the network’s best month ever among Total Viewers P2+ and Persons and Men 25-54 delivery. During 1Q14, Discovery Channel delivered its most watched 1Q in more than a decade, since 2002, in Total viewers P2+.

Building on record breaking momentum, Discovery presents its 2014-2015 Upfront slate highlighted by astonishing live events, including **EVEREST JUMP LIVE** and **SKYSCRAPER LIVE WITH NIK WALLEDA**, significant natural history programs with **GIRL GANG OF TALIA** and **DOLPHIN: SPY IN THE POD**, new series such as **TREE PEOPLE**, **AMERICAN MUSCLE** and **SIBERIAN CUT**, and returning favorites that include **DEADLIEST CATCH**, **FAST N’ LOUD**, **GOLD RUSH**, **NAKED AND AFRAID**, **BERING SEA GOLD** and **MOONSHINERS**. Adventures to amazing destinations with a range of bigger than life characters continues into 2014 - 2015 as Discovery premieres all-motor themed Monday night programming with **MOTOR MONDAYS** and readies **THE WEST** with Executive Producer Robert Redford.

“I am excited about Discovery’s Upfront programming slate with even bigger live events, including our follow up to Skywire Live,” said Eileen O’Neill, Group President, Discovery, Science and Velocity Networks. “The past year has been filled with history making live events, landmark original programming, scripted programs, compelling characters and amazing storytelling. Our next year will be epic.”

The highlights of Discovery Channel's 2014-2015 Upfront schedule includes the following:

LANDMARK SCRIPTED SERIES

THE WEST – Executive produced for Discovery by Robert Redford and Laura Michalchyshyn’s Sundance Productions, who recently produced Discovery’s Emmy Award nominated documentary *All the Presidents Men Revisited*, and Stephen David Entertainment, this special series will provide unprecedented access into the wilderness, frontier lawlessness, and bloodshed of the 40 years between the end of the American Civil War and after the turn of the 20th Century, when the west was won. From Jesse James and Crazy Horse, to Wyatt Earp and Buffalo Bill, the characters at the center of this violent, blood-soaked period in American history are explored as each episode follows the stories and struggles of the West’s most infamous outlaws as they fight for their land and identity.

LIVE SPECIALS

EVEREST JUMP LIVE – The world is about to witness one of the greatest human feats ever captured on television - when Joby Ogwyn attempts the first wing suit flight off the summit of Mount Everest. In May, Discovery will take viewers on the journey with two, one-hour pre-shows revealing Joby's intense training and preparations for Everest. The special will then culminate with a live two-hour broadcast - showing Joby as he battles the grueling conditions on the way to Everest's summit and ultimately when he takes the final plunge from the top. Joby's custom-made wingsuit will be equipped with cameras bringing a bird's eye view as he descends more than 10,000 vertical feet at speeds of over 150 mph.

SKYSCRAPER LIVE WITH NIK WALLEDA – Chicago is the destination for Nik Wallenda’s next live event for the network. Wallenda, known as “The King of the High Wire,” will attempt to cross the Chicago skyline, untethered, as Discovery captures all of the excitement of the live event, in fall 2014.

SURVIVAL LIVE - Eight survivalists who think they have what it takes will compete in this 42-day live event...but they’re not surviving solely on their own. In this 24/7 real time, multi-platform viewing experience, viewers will play a large role in each survivalist’s success or failure. The survivalists struggle will be streamed live, day and night, from the moment they are abandoned into the remote wilderness with only the clothes on their back. Viewers will have the ability to check out the survivalists biometric data to see who is physically struggling, and can then elect to help them out. The survivalists will be able to build a relationship with the audience by talking to them through the cameras. That relationship could be the difference between failing to succeed on the first week or making it the full 42 days. To prosper, these survivalists will need the audience in their corner.

NATURAL HISTORY SPECIALS

DOLPHINS: SPY IN THE POD - Using robotic cameras, extraordinary imagery, humor and never before seen behavior, Discovery Channel explores the secret lives of one of the world's most popular animals – the dolphin.

GIRL GANG OF TALIA – Tigers are believed to be solitary hunters. However, in the forests of central India, a gang of four tigresses is turning this notion on its head. Four sisters have reunited and learned to hunt cooperatively and they're taking down large, dangerous prey like bison and sloth bears. This hunting behavior, extremely rare in the wild, has never been filmed before.

SHARK WEEK – This is cable's longest running programming event and everyone's favorite summertime ritual. Every year the sharks return to Discovery Channel, slashing through a sea of competition to rack up new ratings successes. Grab your scuba gear and climb into the cage, because it's time for Great Whites, Hammerheads, Whale Sharks and more! This consistent audience pleaser never fails to deliver as it reveals remarkable new insights into these magnificent and elusive creatures.

SPECIAL PROGRAMMING

MOTOR MONDAYS features both returning favorites as well as all-new series premieres of all-motor programming. From the amazing builds and big laughs of Richard Rawlings and Aaron Kaufman on *Fast N' Loud* and high octane stakes of *Street Outlaws*, to a close up view of bike build competitions in *#BikerLive* and a unique partnership between car build legend Rick Dore and wrestling superstar Chuck Palumbo in *Lords of the Car Hoards*, **MOTOR MONDAYS** is guaranteed appointment viewing for all-motor action and fun each Monday night, for 52 weeks a year.

NEW SERIES

AMERICAN MUSCLE - Fit isn't a just destination. It's a way of life. And Discovery introduces viewers to that way of life with this all new Funny Or Die sports docu-series. Legendary strength coach Mike Barwis, trainer to more than 500 Olympic and professional athletes, and his staff of dedicated trainers take on everyone from troubled NFL players to Wild West bull riders and paraplegics looking to walk again. From the his gritty Detroit-based Bawris Methods Training Center, each episode features high profile athletes who have made the trek to Detroit to work one on one with Barwis. These professional athletes want to be the best. And to be the best, they have to train with Mike Barwis.

#BIKERLIVE - In this brand new series, viewers get an up-close look at bike build competitions featuring three regional competitors per episode and an interactive live voting component. Each week a winning bike is crowned, based on audience votes, live.

EDGE OF ALASKA – This all-new series follows frontier life in an 'Old West' town in eastern Alaska. A town at the end of America, where young men go to prove themselves, and old outlaws go to die; home to wolf hunters, gold miners, gun smiths, backwoods survivalists - people willing to risk their lives to live truly free.

FAT N' FURIOUS– In the rust belt state of Ohio, speed reigns supreme – the faster the car the fatter the profit and every second counts. With a waist size that rivals the Rust Belt itself, Tommy Christmas and his family are known for driving big and living even bigger. **FAT N' FURIOUS** follows the hilarious car junkies of Christmas Automotive as they hunt down left-for-dead cars and bringing the back to life and to the racetrack.

KODIAK - Kodiak Island is remote. For three multi-generational families risking it all to make a living in this dangerous environment, each day is a roll of the dice. Home to some of the best fishing and deadliest hunting on the planet, Kodiak Island is a land of natural treasures and populated by as many as 3,500 Kodiak bears – one for every square mile of land – each weighing in at over 1,500 pounds. Too many bears ultimately means starvation for the species, so carefully regulated hunting is the only solution. And there is also fierce weather to contend with. Kodiak Island averages 70 inches of both snow and rain per year – and fog is common. Those who reside here truly live on the edge. For the bush pilots, master guides, expert hunters, survival experts and adrenaline junkies who call Kodiak Island home, each and every day brings new challenges.

SIBERIAN CUT (WT) – This series follows American logger Sean Vann as he attempts to build a new logging operation in the frozen forests of Siberia. Vann has been logging in Russia for 17 years and landed a contract to log the world's largest forest in Siberia. Vann looks to American loggers who are experiencing a recession and convinces a group of men from Montana and Oregon to leave the forests of America and seek their fortunes in the sub-zero ground of Siberia where they must work side by side with a Russian crew who have a very different view of the world, and a completely different way of working. The two crews will face each other, drive their convoy of logging machines deep into the forest, confront angry villagers, and cross the Trans-Siberian Railway during a storm all before they even begin to cut the timber that they hope will earn them their fortunes.

TREE PEOPLE - Hidden in America's Pacific Northwest, among the tallest trees in the world, are a select group of people that call the treetops their home. The 3,000 miles of forest are filled with punishing weather conditions, deadly animals and the hardened descendants of those who passed through on the Oregon Trail beginning in the 1840s. With no modern amenities, these tight knit communities don't take kindly to outsiders and fight to keep what is rightfully theirs. They live off the trees and the forest.

RETURNING SERIES

ALASKA: THE LAST FRONTIER – This fan favorite follows the Kilcher family and their unique and isolated homesteader community outside Homer, Alaska. The Kilchers, led by patriarchs Atz and his brother Otto, have cultivated and lived on their homestead for four generations. These men, and their wives and children, live off the land, racing the clock during the limited months of summer and fall to hunt, fish, gather and grow enough food to last the harsh Alaskan winter. They battle extreme elements to gather enough firewood, ward off predators, complete projects for sustained shelter, and prepare their cattle herd for the eight months of cold and darkness. They proudly choose this rugged lifestyle with no indoor plumbing or electricity, in hopes that future generations carry on the family tradition of survival.

AMISH MAFIA – Untrusting of outside law enforcement, some Amish in Lancaster County, have for many years regularly turned to a small organized group of men for protection and justice. This series provides the first-ever look at the small and tightly-knit group of men who protect and maintain peace and order within the Amish community in Lancaster. Lebanon Levi is the Amish insider who holds the power and serves as protector of the community, at a price. He exists above the law and occupies the role of police, judge and jury. Levi's team engages in a life outside of Amish and non-Amish community codes as he quietly exerts his influence and control.

BERING SEA GOLD – Nome, Alaska: Even in sub-zero temperatures and six-foot-thick slabs of ice, nothing will stop a handful of thirsty characters who risk their lives diving beneath the frozen Bering Sea in hopes of striking it rich. When the ice melts, Nome transforms into a modern day gold rush as fortune seekers from around the world arrive in hopes of striking it big in the most unlikely of places: the bottom of the Bering Sea. Meet the salty and eccentric characters who spend hours on the rocky, frigid ocean floor, hunting gold from custom built, sometimes barely seaworthy rigs. From the desperate to the diabolical, the Nome gold fleet takes on all comers, the brutal Bering Sea does the rest.

DEADLIEST CATCH – While the wary veteran skippers cement their legacies on the Bering Sea, the young guns begin to create their own this season. But they better be careful what they wish for. This multiple Emmy Award-winning series kicks off its landmark 10th season on Discovery Channel on April 22. The late Capt. Phil Harris brought notoriety and respect to the industry, and to the fishermen who risk their lives in one of the most dangerous jobs around. This season proves to be a momentous one for Phil's son, Josh Harris, who is back as captain and owner of his father's boat the Cornelia Marie. There are also big changes on the horizon for the F/V Northwestern. Sig Hansen's 18-year-old daughter Mandy joins the ranks as deckhand. In a profession typically dominated by men, Mandy has a lot to prove. But can Sig treat her just like one of the crew?

DUAL SURVIVAL – Meet the Odd Couple of Survival, Cody Lundin and Joe Teti, two trained and expert survivalists who enter the most forbidding terrains in the world where they must overcome all obstacles in order to survive using intuitive tactics and finely tuned skills. Finding food, water and shelter are nothing compared to their toughest challenge of all: getting along with one another.

DUDE YOU'RE SCREWED – What would you do if you were captured, blindfolded and taken to an unknown, remote location? This ultimate survival game features five friends – who happen to be a handful of the most elite survivalists in the world – who play the ultimate game of survival. Each week one guy in the group is ambushed by the other four as they monitor his every move in the wild.

FAST N' LOUD – These guys cruise for the classics. Meet self-described "petrol-sexual" motorhead Richard Rawlings and mechanical prodigy Aaron Kaufman as they search far-flung corners of the country for forgotten and derelict classic cars to restore to tip top shape at their Gas Monkey Garage. Heaps of rust are transformed into gleaming road warriors and sold to the top bidder.

GOLD RUSH – Friday night's number one show for men in all of television features men in the face of an economic meltdown who risk everything to strike it rich mining for gold. Among the gold mining crew leaders is 19-year-old Parker Schnabel who mined for gold last season with the big boys in the Klondike to see if he had what it takes to be a true gold miner. He grew up in the gold mining business and gives the other gold mining crews a run for their money. Todd Hoffman leads his crew of miners, including his dad Jack, hoping that all of their hard work results in a major payday. The **GOLD RUSH** gold mining crews make mistakes, learn lessons along the way, overcome enormous obstacles, and do their best on their rocky road to success.

MOONSHINERS – White Lightning, Bathtub Gin, Mountain Dew, or just plain Moonshine - it has many names - but what remains true is it's made in secret and it's illegal. This hit series follows those who take serious precautions to remain safe as they practice the art of making moonshine, and the law enforcement tasked with capturing them.

MYTHBUSTERS – Quirky special effects experts Jamie Hyneman and Adam Savage, with Kari Byron, Grant Imahara and Tory Belleci, continue their mad scientific quest to discover the truth behind popular myths and urban legends. This mentally tantalizing series takes on the myths and uses modern-day science to show what's real and what's fiction.

NAKED AND AFRAID – In Discovery's survival series, a new pair of strangers each episode will find themselves stranded in some of the world's harshest environments with no food, no water, no tools...and no clothes. As their extreme survival skills are put to the test for 21 days,

each couple must battle the elements, each other and their own inner weakness to triumph over the terrain and their predicament.

SONS OF GUNS - Will Hayden is an American success story. Having turned his Louisiana-based small business, Red Jacket Firearms, into a regional powerhouse, he's ready for the next step for himself and his family. Like so many American small businesses, Will's journey from garage based gun shop to the pride of Baton Rouge is rife with personal sacrifices and some risky decisions.

STREET OUTLAWS documents the world of Oklahoma City street racing, where you're nothing if you're not on "The List." Who has what it takes to be #1? Buckle up and hold on tight, because Discovery is racing back with this fan favorite.

SHARK AFTER DARK is the **SHARK WEEK** after show that leads viewers through an hour-long celebration of all things shark-related, including celebrity guests, shark experts and shark attack survivors, among others. The live show gives viewers the first opportunity to interact live on-air every night with tweets, questions to the shark experts, and more.

YUKON MEN - Just 60 miles from the Arctic Circle lies a town on the edge of civilization: Tanana, Alaska. This frozen village of 200 people is part of an unknown America where men hunt and trap to survive, subsisting as people have in Alaska for decades. Each changing season brings new struggles, new threats and new dangers. This small band of men and women risk their lives to put food on the table, and keep their way of life alive.

DISCOVERY'S SURVIVAL LIVE (WT) TO PREMIERE IN LATE 2014

First Ever Live Survival Event To Air On TV

(NEW YORK, NY) – Forty two days. Eight survivalists. One winner. Discovery is about to take "survival of the fittest" to the next level in this new, never been done before reality event **SURVIVAL LIVE (WT)**, premiering in late 2014.

Eight survivalists who think they have what it takes will compete in this 42-day live event...but they're not surviving solely on their own. In this 24/7 real time, multi-platform viewing experience, viewers will play a large role in each survivalist's success or failure. The survivalists struggle will be streamed live, day and night, from the moment they are abandoned into the remote wilderness with only the clothes on their back. Viewers will have the ability to check out the survivalists biometric data to see who is physically struggling, and can then elect to help them out. The survivalists will be able to build a relationship with the audience by talking to them through the cameras. That relationship could be the difference between failing to succeed

on the first week or making it the full 42 days. To prosper, these survivalists will need the audience in their corner.

SURVIVAL LIVE (WT) will include pre-recorded episodes that will detail the survivalists successes – and failures – from that week. There will also be live episodes, where the weakest survivalist of the bunch will be extracted. Extraction will be based on how well the survivalists have demonstrated their skills and how well they have maintained themselves physically. At the end of 42 days, there will be one survivalist with the right mix of knowledge, lifesaving skills and physical endurance standing.

Staying alive will take everything these survivalists have: physical AND mental strength, endurance, intelligence, survival skills – and simply the will to survive.

SURVIVAL LIVE (WT) is produced by Adjacent Productions for Discovery Channel. Executive producer for Adjacent Productions is Jane Tranter. Executive producers for Discovery Channel are Denise Contis, Dolores Gavin, Matthew Kelly and Michael Sorensen.

TIGHTROPE LEGEND NIK WALLEND A HEADS TO CHICAGO FOR HIS NEXT LIVE EVENT FOR DISCOVERY CHANNEL

SKYSCRAPER LIVE WITH NIK WALLEND A will air live from Chicago in fall 2014

(NEW YORK, NY) – Discovery Channel announced today that Chicago is the destination for Nik Wallenda’s next live event, **SKYSCRAPER LIVE WITH NIK WALLEND A**. Wallenda, known as “The King of the High Wire,” will attempt to tightrope walk across the iconic Chicago skyline, as Discovery captures all of the excitement, live, in fall 2014.

“Discovery Channel delivers the most talked about live events in television,” said Eileen O’Neill, Group President, Discovery, Science and Velocity Networks. “I am excited the city of Chicago has been chosen for Nik’s next walk. It will be another epic live event for Discovery.”

"Chicago is home to the first skyscraper and has played host to countless world events, and this will be one for the history books," said Chicago mayor Rahm Emanuel. "We are thrilled Nik Wallenda has chosen our great city with its iconic skyline as the site of his next walk."

Discovery’s *Skywire Live with Nik Wallenda* in 2013 delivered 13 million total viewers P2+ for the walk portion, as Wallenda successfully walked across a tightrope, untethered, at 1,500 feet above the Little Colorado River in the Grand Canyon, a height greater than the Empire State Building. The special was the #1 live event on cable in 2013 and had the online world buzzing, breaking records for Discovery Channel and beyond, by generating 1.3 million Tweets that resulted in 1.22 billion potential impressions. *Skywire Live with Nik Wallenda* generated

numerous trending topics with #skywire generating one million mentions for the day and the special holding seven of the trending topics worldwide.

DISCOVERY BULKS UP WITH NEW SERIES FROM FUNNY OR DIE, AMERICAN MUSCLE

(NEW YORK, NY) – To be the best, you’ve got to train with the best. Discovery is teaming up with Mike Barwis, one of the best strength training coaches out there for a brand new sports docu-series **AMERICAN MUSCLE** produced by Funny Or Die, premiering mid-2014.

Welcome to the Barwis Methods Training Center, where Mike Barwis and his staff of dedicated, blue collar trainers take on everyone from NFL players, to Wild West bull riders, to paraplegics looking to walk again.

Barwis has advanced degrees in Exercise Physiology and Athletic Training, has trained over 500 Olympic and professional athletes in over 40 sporting events, and served over 10 years as head strength and conditioning coach at West Virginia University and the University of Michigan. At his gritty gym in Detroit, there is no such thing as an average day. Barwis uses a combination of science, tough love and just-plain-crazy to train everyone from average joes just getting into fitness all the way up to the top professional athletes in the country.

As talented a trainer as Barwis is, his business is too successful for him to run solo. It’s a team effort at the Barwis Methods Training Center. He’s lucky enough to have a staff that at first glance are unorthodox and unexpected but in actuality are at the top of their game.

Each episode of **AMERICAN MUSCLE** will feature high profile athletes who have made the trek to Detroit to work one on one with Barwis and his staff. These professional athletes want the same thing that all of Mike’s other, everyday clients want, to work with the best and to see results.

Mike Barwis and his team are the best.###

AMERICAN MUSCLE is produced for Discovery Channel by Funny Or Die, where Mike Farah, Christopher Farah and Rebecca Mayer are executive producers. For Discovery Channel, executive producer is Craig Coffman.

DISCOVERY CHANNEL ANNOUNCES MOTOR MONDAYS

(NEW YORK, NY) – Discovery Channel will deliver a full night of revved up action every Monday as Discovery readies to premiere **MOTOR MONDAYS**, cable’s new Monday night destination for guaranteed year round all-motor programming.

MOTOR MONDAYS is appointment viewing for car and bike action and fun for 52 weeks a year. From the amazing builds and big laughs of Richard Rawlings and Aaron Kaufman on *Fast N’ Loud* and high octane stakes of *Street Outlaws*, to a close up view of bike build competitions in *#BikerLive* and a unique partnership between car build legend Rick Dore and wrestling superstar Chuck Palumbo in *Lords of the Car Hoards*, **MOTOR MONDAYS** features both returning favorites as well as all-new series premieres that will include:

Fast N’ Loud - Motor mastermind Richard Rawlings and mechanical prodigy Aaron Kaufman are back on Discovery Channel’s hit series, *Fast N’ Loud*, searching for forgotten and neglected vintage cars. Together, this dynamic duo travels the back roads scouring barns, swap meets and open fields in search of these rare rides.

Fat N’ Furious (WT) - In Pittsburgh, PA, speed reigns supreme; fast cars mean fast cash and every second counts. With a waist size that rivals the Rust Belt itself, Tommy Christmas and his family is known for driving big and living even bigger. This all-new series follows the hilarious car junkies of Christmas Automotive as they hunt down left-for-dead cars and bring them back to life and the racetrack.

In the brand new *#BikerLive*, viewers get an up-close look at bike building competitions featuring three regional competitors per episode and an interactive live voting component.

Chrome Underground follows Austin, Texas-based duo Yusuf and Antonio to places no other car collector would dream about stepping foot – traveling inside lawless countries in search of rare, vintage cars. The payoff can be huge but so are the risks. Can the guys actually make their high stakes gamble work and get out with their lives?

In *Lords of the Car Hoards*, every stockpile of cars is a treasure hunt, and car build legend Rick Dore and former WWE wrestling superstar Chuck Palumbo often don’t know exactly what they’re getting into when they meet a new car hoarder. The pressure is on, and they don’t always get along, but together Chuck and Rick have a passion for cars that touches these hoarders’ lives and changes them forever.

Street Outlaws documents the world of Oklahoma City street racing, where you’re nothing if you’re not on “The List.” Who has what it takes to be #1? Buckle up and hold on tight, because Discovery is racing back with a new season of this fan favorite.

DURING 1Q14 DISCOVERY CHANNEL HAS BEST FIRST QUARTER IN TOTAL VIEWERS IN 12 YEARS

(NEW YORK, NY) – Powered by compelling programming and strong characters, Discovery Channel had its best first quarter in more than a decade in Total Viewers P2+ and Households. Discovery Channel posted gains in Total Viewers P2+ and Households in 1Q14 vs. 1Q13, and programs that include **GOLD RUSH**, **FAST N’ LOUD** and **MOONSHINERS** were #1 series on their respective nights.

1Q14 was Discovery Channel’s most watched first quarter since 2002* in both Total Viewers P2+ and Households. Discovery also posted gains across Monday – Sunday Prime Time in Total Viewers P2+ (+2%) and Households (+4%) vs. 1Q13. During 1Q14, Discovery Channel was also in the Top 10 in numerous key demos, including Men 25-54 (#4), Persons 25-54 (#6), Men 18-49 (#6), Persons 18-49 (#8), Total Viewers P2+ (#9) and Men 18-34 (#10).

GOLD RUSH completed first quarter as cable’s #1 show on 1Q14 Friday nights, beating out all cable programs among Total Viewers P2+, HH, Persons, Men and Women in all three demos of 25-54, 18-49 and 18-34, no exclusions. Additionally, **GOLD RUSH** was the #2 program in all of television during 1Q14, beating broadcast networks NBC, CBS and FOX in both Men 25-54 and Men 18-49, no exclusions, for the entire quarter on Fridays, no exclusions.

MOONSHINERS on 1Q14 Tuesdays were the #1 program on cable for the quarter in Men 25-54, no exclusions. Additionally, **FAST N’ LOUD** on Mondays during 1Q14 finished as the #1 cable series for both Men 25-54 and Men 18-49**.

1Q14 vs. 1Q13 PRIME DELIVERY AA(000)

HH: 4% (969 v.928)

P 2+: 2% (1340 v.1308)

Network	Quarter	Year	P 2+ Delivery
DISC	1Q	2001	1463
DISC	1Q	2002	1388
DISC	1Q	2014	1380
DISC	1Q	2004	1356
DISC	1Q	2000	1356
DISC	1Q	2013	1354
DISC	1Q	2007	1341
DISC	1Q	2012	1295
DISC	1Q	2011	1268
DISC	1Q	2009	1223

DISC	1Q	2010	1196
DISC	1Q	2008	1161
DISC	1Q	2006	1096
DISC	1Q	2003	1068
DISC	1Q	2005	1013

Source: Year over Year Growth. Nielsen. MultiTrak. Discovery Channel. NHI Calendar. Live + Same Day. Prime (8-11p). Mon-Sun. Time Period Based Dayparts. 1Q14 vs. 1Q13. P2+ Delivery.

*Source: DISC Historical Rank. Nielsen. MultiTrak. Discovery Channel. NHI Calendar. Live + Same Day. Program-Based Dayparts. Prime (8-11p). [Mon-Sun](#). Quarterly Rank. P2+ Delivery.

** Excluding sports

About Discovery Channel

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.8 million U.S. homes, can be seen in 210 countries and territories, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including, science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit www.discovery.com

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than two billion cumulative subscribers in 223 countries and territories. Discovery is dedicated to satisfying curiosity through 162 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as U.S. joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Across the Nordic region, Discovery owns and operates SBS Discovery Media, a top-three portfolio of 20 television brands that feature leading nonfiction content, as well as locally produced entertainment programs, sports and the best scripted series and movies from major studios. Discovery also is the leading provider of educational products and services to schools, including an award-winning series of digital textbooks, and owns and operates a diversified portfolio of digital media services, including Revision3. For more information, please visit www.discoverycommunications.com.

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