



## **DISCOVERY CHANNEL EARNS ITS HIGHEST-RATED SHARK WEEK EVER IN ITS 27 YEAR HISTORY**

*With Shark Week 2014, Discovery Breaks Records as #1 Primetime network in ALL OF TELEVISION among M18-49 and Discovery Earns Highest-Rated Week Ever in its History Among W18-49*

(SILVER SPRING, MD) -- The King of Summer reigned with Discovery earning its highest-rated SHARK WEEK ever in its 27-year history across several key demos including Persons and Women 25-54, and Women 18-49 ratings (no exclusions) from Sunday, August 10 to Saturday, August 16. The week drew in over 42 million viewers (P2+ cume). Additionally, **SHARK WEEK** 2014 was the highest rated week ever in Discovery's history among Women 18-49, surpassing the record held since 2000.

**SHARK WEEK** 2014 garnered the network's highest-rated Sunday-Thursdays (1.64 P25-54) and Sunday – Saturday Prime (1.42 P25-54). Television's longest running, must-see summer event also delivered Sunday as the highest-rated **SHARK WEEK** night ever for P25-54. These record viewership ratings made Discovery Channel the #1 network in all of television among Men 18-34 and 18-49 delivery last week (no exclusions, 8/10/14 – 8/16/14), besting all broadcast and cable networks.

The return of **SHARK WEEK**'s late-night talk show, *Shark After Dark*, beat popular talk shows in most key demos Sunday, August 10 through Thursday, August 14 and was up 3% from last year. *Shark After Dark* out-delivered every late-night cable talk show competitor including Comedy Central's *The Daily Show with Jon Stewart* and *The Colbert Report*, TBS' *Conan*, E!'s *Chelsea Lately* and *The Soup*, HBO's *Last Week Tonight*.

In addition, **SHARK WEEK** 2014's programming earned Discovery the top spot as the #1 primetime network in cable with People and Men 18-49 and 25-54 for a second consecutive week. Numerous **SHARK WEEK** programs grabbed the #1 spot in either all of cable or ALL OF TELEVISION on their respective nights, including:

- Sunday's *Shark of Darkness: Wrath of Submarine* is the #1 cable telecast of 3Q14 among Men 18-49 and 25-54 delivery (excluding sports) and was also the #1 telecast in ALL OF TELEVISION on Sunday evening among Persons 18-34 (no exclusions).
- On Monday, *Jaws Strikes Back* was the #1 non-sports telecast in ALL OF TELEVISION on Monday evening among Men 18-49 delivery.
- *Alien Sharks: Return to the Abyss* was Tuesday's #1 program in all of TV among M18-49 and M18-34 (no exclusions).

- *Sharkageddon* ranked as the #1 cable telecast on Thursday evening among M18-49 delivery and P18-49 (excluding sports).
- *Megalodon: New Evidence* ranked as the #1 cable telecast on Friday evening among P25-54 and P18-49 delivery (no exclusions); it was also #1 in cable among M25-54 and M18-49 delivery (excluding sports).

**SHARK WEEK** 2014 also had 6 of the Top 10 ad-supported cable originals among P25-54/M25-54/ P18-49 and 8 of the Top-10 M18-49 ad-supported cable originals.

**SHARK WEEK** lived up to the #KingOfSummer online, ranking as Discovery Channel's most social programming event to date. On Facebook, 13 million people had more than 21 million interactions around **SHARK WEEK** content, a 110% increase from last year's **SHARK WEEK**. Ten **SHARK WEEK** premieres ranked in the Daily Top 5 on Nielsen's SocialGuide throughout the week and generated 70 primetime Trending Topics on Twitter over 7 days. On [SharkWeek.com](http://SharkWeek.com), video streams were up 16% vs. 2013, while page views saw a 76% increase, marking the strongest year ever online.