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**VELOCITY SETS RATINGS RECORDS IN NOVEMBER,
CRUISING TO 49 CONSECUTIVE MONTHS OF PRIMETIME GROWTH**

--Velocity Earns Impressive Double-Digit Primetime Ratings and Delivery Gains in Key Demos--

*--**BITCHIN' RIDES** Season Two Finale Reaches Nearly 1.3 Million People--*

(Silver Spring, Md.) – Americans love the thrill of the open road. As U.S. cars sales [hit record levels](#) in November so too did ratings for Velocity, the country's top television destination for automotive enthusiasts. Velocity's November marked 49 consecutive months of delivery growth in primetime among Men 18+ and Households, and impressive double-digit primetime delivery and ratings gains for Men 25-54, Men 18-49, Men 18+ and Households.

Velocity's ratings momentum continued into December as the season two finale of **BITCHIN' RIDES** reached 1.29 million people (Persons 2+) on Tuesday, December 1 from 9–11 PM ET/PT. Overall, **BITCHIN' RIDES** reached more than 10.5 million people (P2+) during its season two run from September 29 through December 2.

Under the hood, original new programming provided the horse power behind Velocity's ratings performance. The network's "Premiere Week from SEMA" (November 2-6) earned 4.7 million primetime viewers who tuned in for exclusive content from the SEMA Show floor, as well as all new episodes of **CHASING CLASSIC CARS**, **BITCHIN' RIDES**, **OVERHAULIN'**, **FANTOMWORKS** and **WHEELER DEALERS**. The stunt was Velocity's second best week of 2015 in both primetime delivery and ratings across most target demos, trailing only **BARRETT-JACKSON LIVE** from Scottsdale this past January.

The final episodes of the iconic series **OVERHAULIN'** provided additional horsepower. "In Too Depp", the premiere episode featuring Johnny Depp and Amber Heard on November 4 at 9 PM ET/PT, was Velocity's #1 **OVERHAULIN'** telecast for Men 18+ and Households ever. The series finale, "Foose and the Bandit" on November 18 at 9 PM ET/PT, earned the network's third highest delivering telecast for Persons 2+.

November 2015 was also Velocity's best November ever in primetime ratings and delivery for Persons and Men 25-54, Households, Men 18+ and Persons 2+. For the month, Velocity ranked #36 in the primetime cable ranks, climbing seven spots compared to November 2014.

November 2015 vs Nov 2014

Primetime Ratings

HH: +17%
P25-54: +7%
M25-54: +14%
P18-49: +10%
M18-49: +13%
M18+: +24%
P2+: +8%

Primetime Delivery

HH: +28%
P25-54: +16%
M25-54: +19%
P18-49: +16%
M18-49: +16%
M18+: +30%
P2+: +26%

**Prime rankings include DSNY and DSJR, but exclude NICK and Cartoon (Nov '15) for available tuning content less than <50% of available hours in Prime.*

Source: Nielsen. Live+3D. Program-based data. PRIME = M-Su, 8-11p SPAN. Excludes breakouts. Reach has a 6-minute qualifier. Npower.

About Velocity

Velocity, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is the only upscale men's cable network that focuses on thrilling automotive for its viewers. Velocity programming is diverse, intelligent and engaging; capturing the best of the human experience as told by the top experts in the field. Formerly HD Theater, the fully HD network

is available in 65 million homes. For more information on Velocity, please visit Velocity.com, on Facebook at facebook.com/VelocityTV or on Twitter @Velocity.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 pay-TV programmer reaching 3 billion cumulative subscribers in more than 220 countries and territories. For 30 years Discovery has been satisfying curiosity and entertaining viewers with high-quality content through its global brands, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network, and through the Discovery Digital Networks portfolio, including TestTube, Seeker and SourceFed. Discovery owns Eurosport, the leading pan-regional sports entertainment destination across Europe and Asia-Pacific. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education. For more information, please visit www.discoverycommunications.com.

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