



VELOCITY

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**VELOCITY EARNS DOUBLE-DIGIT PRIMETIME RATINGS INCREASES  
ON THE ROAD TO BEST YEAR, BEST QUARTER AND BEST DECEMBER EVER**

*--Velocity is the #1 Non-Sports Network for M18-49 in 2015 and the #1 Non-Sports Network for M25-54 in 4Q15 Among Its Distribution Tier--*

*--**BITCHIN' RIDES, BARRETT-JACKSON LIVE, JUNKYARD EMPIRE, FANTOMWORKS** and **WHEELER DEALERS** Take the Wheel as Velocity's Ratings Drivers --*

(Silver Spring, Md.) – Velocity recorded double-digit primetime ratings and delivery growth in several key demos as the network celebrated its best year, quarter and December ever in 2015. Established as a leading television home for men, Velocity was the #1 non-sports network for M18-49 in 2015\* and the #1 non-sports network for M25-54 in 4Q15\*.

Velocity's results were fueled by four **BARRETT-JACKSON LIVE** telecasts which drew 34.7 million live viewers (P2+)\*\* and the success of top franchises including **BITCHIN' RIDES, JUNKYARD EMPIRE, FANTOMWORKS** and **WHEELER DEALERS**.

“In just four years Velocity has established itself as one of the top television destinations for men as evidenced by our rank as the #1 non-sports network for M18-49 in 2015 and M25-54 in fourth quarter,” said Robert Scanlon, General Manager of Velocity and Automotive Content. “We continue to be one of the fastest-growing networks in cable due to the compelling, high quality content we offer our passionate audience.”

**2015**

Velocity produced its highest-delivering year across several demos including HH, M18-49, Men (M18+), P/M25-54 and P2+, and its highest-rated year for HH, Men (M18+) and Persons 2+ with

ratings for M18-49/25-54 and P18-34 tied with 2014 for highest-rated year.

### **4Q15**

In Primetime, 4Q15 was Velocity's highest-delivering quarter ever for HH, Men (M18+), P/M25-54, Persons (P2+), as well as the network's highest-rated quarter ever for HH (tie with 1Q15), M25-54 (tie with 1Q14), Persons (P2+, tie with 1Q15).

### **December 2015**

The month was Velocity best Primetime ratings and delivery in a December for P/M18-49, P/M25-54, HH, M18+ and P2+. December 2015 also marked 50 months of year-over-year delivery growth in Primetime for Households and Men (M18+).

#### **2015 vs 2014 (L+3 Day Data)**

##### Primetime Ratings

HH:	+14%
M18+:	+10%
P2+:	+9%

##### Primetime Delivery

HH:	+25%
P25-54:	+3%
M25-54:	+6%
M18-49:	+2%
M18+:	+24%
P2+:	+20%

#### **4Q15 vs 4Q14 (L+3 Day Data)**

##### Primetime Ratings

HH:	+23%
P25-54:	+8%
M25-54:	+16%
P18-49:	+10%
M18-49:	+14%
M18+:	+20%
P2+:	+18%

##### Primetime Delivery

HH:	+29%
P25-54:	+18%
M25-54:	+23%

P18-49:	+15%
M18-49:	+19%
M18+:	+30%
P2+:	+24%

### **Dec 2015 vs Dec 2014 (L+3 Day Data)**

#### **Primetime Ratings**

HH:	+22%
P25-54:	+17%
M25-54:	+22%
P18-49:	+22%
M18-49:	+14%
M18+:	+19%
P2+:	+18%

#### **Primetime Delivery**

HH:	+33%
P25-54:	+30%
M25-54:	+32%
P18-49:	+25%
M18-49:	+23%
M18+:	+31%
P2+:	+28%

*\*Among networks with subscribers under 70 million homes.*

*\*\* Source: Nielsen N Power, LIVE viewing using a 1 minute qualifier combining the Scottsdale, Palm Beach, Reno/Tahoe and Las Vegas LIVE telecasts.*

*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](http://Velocity.com), on Facebook at [facebook.com/VelocityTV](https://www.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 nearly 3 billion cumulative subscribers in more than 220 countries and territories. For 30 years Discovery has been dedicated to satisfying curiosity and entertaining viewers with high-quality content through its global television 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. Discovery controls 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, and a digital leader with a

diversified online portfolio, including Discovery Digital Networks. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

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