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VELOCITY CRUISES INTO 2016 WITH ITS *BEST MONTH EVER*
IN BOTH PRIMETIME AND TOTAL DAY

*--Velocity's January Premiere of **BARRETT-JACKSON LIVE** Helps Drive Growth with More Than 6.4 Million Real-Time Viewers--*

(Silver Spring, Md.) – Continuing to build on record ratings in [2015](#), Velocity's January ratings in 2016 hit new heights as viewers sped to the network throughout the month. Velocity earned its *best month ever* in Primetime delivery among P25-54, P18-49, Men, Households and Persons (P2+), and its *best month ever* in Total Day ratings and delivery among P25-54, M25-54, Men, Households and P2+ in January 2016. Overall, the month marked 51 months of year-over-year Primetime delivery growth among Households.

Velocity's **BARRETT-JACKSON LIVE** broadcast from Scottsdale helped drive ratings growth with more than 6.4 million real-time viewers throughout the combined telecasts. **BARRETT-JACKSON LIVE** broke records, earning the network's *best week ever* (January 25-31) in Primetime ratings among P18-49, M18-49, W18-49, P25-54 and W25-54, and the network's *best week ever* in delivery among P18-49, M18-49, W18-49, P25-54, W25-54, Men, HH and P2+.

Velocity's 37 hours of live coverage of the 45th annual Barrett-Jackson Scottsdale auction helped it break into the Top 20 networks for Men in all of cable, and planted the network as the #1 Primetime channel for Men among its distribution tier* throughout the week of January 25-31.

**Among networks with under 80 million subscribers.*

Prime rankings: include DSNY and DSJR, but exclude NICK (Jan '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. Barrett-Jackson Live Source: Nielsen. Live+SD. Program-based data. Excludes breakouts. Reach has a 1-minute qualifier. Npower. Rank excludes NICK in Prime, and ADSM and NaN in Total Day for programming < 50% of available hours

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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