



FOR IMMEDIATE RELEASE
Feb. 7, 2017

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ANIMAL PLANET SCORES SECOND HIGHEST RATED PUPPY BOWL EVER

-ANIMAL NATION WITH ANTHONY ANDERSON Series Premiere Grabs Highest Rated Series Debut in Adults 25-54 Since 2014-

(New York, NY) - Animal Planet's **PUPPY BOWL XIII** was the second highest rated Puppy Bowl ever with a 1.11 rating from 3-5PM/ET (12-2PM/PT) on Sunday, Feb. 5 among Adults 25-54 in L+SD, up +4% from last year's game (1.07) and ranking behind only Puppy Bowl X in 2014 (1.25). **PUPPY BOWL XIII** averaged 2.5 million Total Viewers P2+ from 3-5PM/ET (12-2PM/PT), up double digits (+12%) vs. Puppy Bowl XII in Feb. 2016 (2.2M). Other key demos that were up included Men 25-54 (+9%), Adults 18-49 (+17%), Adults 18-34 (+20%) and Adults 12-17 (+49%). Puppy Bowl XIII pushed Animal Planet to rank #1 in its time period on all of cable among Total Viewers P2+, Adults 25-54, Men 25-54, Women 25-54, Person 18-49, Women 18-49, Persons 18-34.

PUPPY BOWL XIII dominated as the #1 cable telecast of the day among Total Viewers P2+, Women 25-54 and Women 18-49 and was the #1 non-sports cable telecast of the day among Adults 25-54 and Adults 18-49. **PUPPY BOWL XIII** ranked #2 in ALL OF TELEVISION from 3-5PM/ET (12-2PM/PT) in its timeslot among Women 25-54 and Women 18-49 for the fifth consecutive year, no exclusions, beating programming on ABC, NBC, CBS, and all of cable, behind only FOX and its Super Bowl coverage.

In social and digital, **PUPPY BOWL XIII** beat out the competition to land as the #1 most social non-sports program for Sunday, while coming in at as the #2 most social TV program overall on Sunday. Responding to Team Fluff's revenge over Team Ruff, 1.2 million people generated 1.5 million social media interactions across Facebook and Twitter.

Puppy Bowl conversation earned trending topics on Twitter and Facebook, with mentions from celebrities Rainn Wilson, Rob Lowe, Wil Wheaton, Latoya Jackson and Alyson Hannigan. Even Lin-Manuel Miranda paid homage to the aptly named puppy star, Alexander Hamilpup. Wearing their #TeamRuff and #TeamFluff bandanas, dogs all over the country cheered on the pups via their social media including the celeb pups @Chloetheminifrenchie, @Manny_the_Frenchie and @Calistathepitbull, among others.

The premiere of **ANIMAL NATION WITH ANTHONY ANDERSON** at 5PM with a .51 rating in Adults 25-54 made it Animal Planet's strongest series launch in nearly three years in L+SD (Rocky Mountain Bounty Hunters – April 4, 2014). The episode drove Animal Planet to break into cable top five networks in its time period in Adults 25-54 (#4), Men 25-54 (#5), Adults 18-49 (#4), Men 18-49 (#3), Women 18-49 (#4), Adults 18-34 (#3), and Adults 12-17 (#4). **ANIMAL NATION WITH ANTHONY ANDERSON** will air in its regular timeslot beginning Friday, Feb. 10 at 10PM ET/PT.

PUPPY BOWL XIII is produced for Animal Planet by Discovery Studios. Simon Morris is the executive producer and Cindy Kain is the vice president of current production for Discovery Studios. For Animal Planet, Dawn Sinsel is executive producer and Pat Dempsey is producer.

Source: NMR, 02/05/2017, L+SD; Social Claim – Nielsen, Social Content Ratings Data

About Animal Planet

Animal Planet, a multi-media business unit of Discovery Communications, is the network of hit franchise series **RIVER MONSTERS, PIT BULLS & PAROLEES** and **TREEHOUSE MASTERS** and the home of provocative and award-winning specials and documentary films presented under the banner **ANIMAL PLANET PRESENTS**. Animal Planet's programming also includes quarterly tent pole TV events **PUPPY BOWL**, the largest non-sports TV on Super Bowl Sunday, and **MONSTER WEEK**. Animal Planet is the premiere TV, digital and social community for animal lovers and pet owners, providing immersive, engaging, high-quality entertainment across all Animal Planet assets including: Animal Planet television network, available in more than 94 million homes in the US, that is complimented with a deep Video On Demand offering; online assets www.animalplanet.com, the ultimate online destination for all things animal; Animal Planet L!VE, the go-to digital destination for round-the-clock, unfiltered access to the animal kingdom; Animal Planet social including Facebook, Twitter, Instagram and Snapchat.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) satisfies curiosity and engages superfans with a portfolio of premium nonfiction, sports and kids programming brands. Reaching 3 billion cumulative viewers across pay-TV and free-to-air platforms in more than 220 countries and territories, Discovery's portfolio includes the global brands Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velocity, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports content across Europe. Discovery reaches audiences across screens through digital-first programming from Discovery VR, Seeker and SourceFed Studios, as well as over-the-top and TV Everywhere offerings including Eurosport Player, Dplay, Discovery K!ds Play and Discovery GO. For more information, please visit www.discoverycommunications.com.

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