

**FOR IMMEDIATE RELEASE**

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**CONTACTS:**

Andrew Scafetta: 240.662.6063 [Andrew\\_Scafetta@discovery.com](mailto:Andrew_Scafetta@discovery.com)

Nikki Suseck: 212.548.5728 [Nikki\\_Suseck@discovery.com](mailto:Nikki_Suseck@discovery.com)

**VELOCITY JUMP STARTS 2018 WITH BEST MONTH EVER**

*--High Double-Digit Primetime Ratings Growth in Key Demos Powers Record January--*

(New York, NY) – After a record-breaking 2017, Velocity has jump started 2018 by earning its most-watched month ever in January during Primetime and Total Day among P/M25-54, P/M18+, and P/M2+. Primetime ratings soared +12% M25-54, +17% M18+, +11% P25-54 and +12% in both Households and P2+ versus January 2017. Among Total Day, ratings grew +19% M18+, +11% P2+ and +17% HH accompanied by delivery gains +20% M18+ and +18% HH. With fan-favorite premieres around the clock, Velocity also scored double-digit delivery gains during Daytime, Fringe, Late, and Weekend PM among M18+ and P2+ helping drive an 18% year-over-year increase in Total Day among Persons 18+.

Led by all-new episodes Velocity's runaway hit series **BITCHIN' RIDES** and the premiere of **BARRETT-JACKSON LIVE FROM SCOTTSDALE**, Velocity bolstered ratings gains in January. The season four conclusion of **BITCHIN' RIDES** finished the series +13% total viewers from the previous season making it Velocity's most-watched series. Premieres of **BARRETT-JACKSON LIVE** Scottsdale 2018, offered viewers 32 hours of live broadcast coverage across six days, making it Velocity's most watched **BARRETT-JACKSON LIVE** ever among all key demos (P/M25-54, M18+, P2+). The Friday, January 18<sup>th</sup> premiere (8-10 PM ET) serves as Velocity's #5 most-watched telecast in network history among P18+ and P2+ and the Saturday, January 20<sup>th</sup> premiere (Noon-8 PM ET) helped drive Velocity's largest single-day Total Day audience in network history among P/M25-54, M18+ and P2+. Velocity also launched the networks first-ever livestream at **BARRETT-JACKSON** with the Motor Trend LIVE stage featuring exclusive content available to fans on Motor Trend OnDemand. It offered viewers a full 360 experience to catch all the action from Barrett-Jackson on any device.

*Source: Nielsen. Live+3D. Program-based data.*

**About Velocity**

Velocity, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is the only television brand that focuses on delivering automotive content to enthusiasts and viewers. Velocity programming is engaging, entertaining and informative, featuring the very best of the automotive world as told by the genre's top experts and personalities. The fully HD network is available in 73 million homes, and viewers can enjoy their favorite shows anytime, anywhere through Velocity Go - the network's TVE platform featuring live and on demand access to complete seasons. Viewers can also connect with Velocity at Velocity.com, as well as on Facebook at facebook.com/VelocityTV, on Twitter @Velocity and on Instagram @Velocity.

**About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) satisfies curiosity and captivates superfans around the globe with a portfolio of premium nonfiction, lifestyle, sports and kids content brands including 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 and Home of the Olympic Games across Europe. Available in more than 220 countries and territories, Discovery's programming reaches 3 billion cumulative viewers, who together consume 54 billion hours of Discovery content each year. Discovery's offering extends beyond traditional TV to all screens, including TV Everywhere products such as the GO portfolio and Discovery Kids Play; over-the-top streaming services such as Eurosport Player; digital-first and social video from Group Nine Media; and virtual reality storytelling through Discovery VR. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

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