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**MORE THAN 5.1 MILLION PEOPLE WATCH VELOCITY'S BARRETT-JACKSON LIVE,
SMASHING NETWORK RECORDS**

--BARRETT-JACKSON LIVE Delivers the Largest Audiences Ever for Velocity in Key Demos--

(Silver Spring, Md.) – From Tuesday, January 13 through Sunday, January 18 more than 5.1 million people tuned-in live to Velocity's **BARRETT-JACKSON LIVE**, the network's coverage of the 44th annual Barrett-Jackson collector car auction in Scottsdale, Ariz. Audiences on average watched for more than two hours (2:24) with the six-day event shattering records to become Velocity's #1 series among Households, Persons 2+ and Men 18+ in ratings and delivery.

The January 13, 16 and 17 **BARRETT-JACKSON LIVE** broadcasts broke records and became Velocity's three highest-rated primetimes, respectively, among Men 25-54. In addition, the first five nights of **BARRETT-JACKSON LIVE** delivered the five largest audiences ever in primetime for the network among total viewers Persons 2+ and Men 18+ including:

- #1 on Saturday, January 17 with 696k P2+ and 465k Men 18+
- #2 on Friday, January 16 with 574k P2+ and 383k Men 18+
- #3 on Tuesday, January 13 with 517k P2+ and 364k Men 18+
- #4 on Thursday, January 15 with 498k P2+ and 318k Men 18+
- #5 on Wednesday, January 14 with 409k P2+ and 292k Men 18+

The **BARRETT-JACKSON LIVE** telecast on Saturday, January 17 from 8-10 PM ET stands as Velocity's #1 telecast ever among Households in ratings and delivery, the #1 telecast ever in delivery for Persons 25-54, Men 25-54, Men 18+ and Persons 2+, and the #2 rated telecast among Persons 25-54 (behind only the historic **SPACE JUMP LIVE** in 2012). Also, on January 17 among Men 25-54 and Men 18+, **BARRETT-JACKSON LIVE** drove Velocity ahead of the competition in primetime

beating cable networks that included Food Network, HGTV, National Geographic Channel, H2, Travel Channel and Comedy Central.

The **BARRETT-JACKSON LIVE** broadcast team includes: host Chris Jacobs; car insights expert and interview correspondent Ray Evernham; play-by-play announcer Rick Debruhl; auction block experts Mike Joy and Steve Magnante; and social media correspondent Cristy Lee.

Source: Nielsen, L+SD, Persons 2-99, Barrett-Jackson on Velocity, 6 minute qualifier for reach, 1/13-1/18/15

BARRETT-JACKSON LIVE is produced for Velocity and Discovery Channel by Discovery Studios. For Velocity, David Lee and Peter Neal are executive producers and Robert Scanlon is general manager.

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

About Discovery Communications, Inc.

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. Discovery is dedicated to satisfying curiosity, engaging and entertaining viewers with high-quality content on worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery and Science, as well as U.S. joint venture network OWN: Oprah Winfrey Network. Discovery also controls Eurosport International, a premier sports entertainment group, including six pay-TV network brands across Europe and Asia. 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.

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