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**DISCOVERY CHANNEL'S COVERAGE OF LIVE RED BULL STRATOS MISSION
PRODUCES HIGHEST-RATED WEEKEND, NON-PRIME PROGRAM IN NETWORK
HISTORY**

– Felix Baumgartner's Record-Breaking Jump Generates 7.6M Total Viewers (P2+ Cume), 4.21M Viewers P2+ for Network and Generates Social Buzz for Discovery Channel –

NEW YORK – Discovery Channel's ratings reached sky-high proportions with Discovery News' live coverage of the [Red Bull Stratos mission](#) on Sunday, October 14th. The broadcast titled **SPACE JUMP LIVE** became the highest-rated, non-prime program ever in Discovery Channel's history. Austrian extreme sport athlete Felix Baumgartner and his record-breaking jump generated 7.6 million total viewers (P2+ cume) and an average of 4.21 million viewers P2+ to become the #1 non-prime program across all television among persons 25-54 (excluding sports).

Discovery Channel's broadcast of Discovery News' **SPACE JUMP LIVE** on Sunday, October 14th from 9 AM – 4 PM ET/PT was the #1 non-prime, non-sports cable program among p25-54 and p18-49 and #1 among M/W25-54 and M/W18-49 delivery. The live, full broadcast earned a 2.72 HH / 2.02 P25-54 AA% on Discovery Channel. In addition, Discovery Channel's airing of **SPACE JUMP LIVE** marked Discovery's highest-rated telecast among P/M18-34 delivery in all dayparts this year, including primetime, and the highest-rated weekend daytime (9a-7p) program in Discovery Channel's history among P/M/W25-54 and P/M/W18-49 delivery.

Discovery Channel was also at the forefront of the social media conversation, with "Discovery Channel" trending on Twitter among Stratos-related hashtags and topics. Throughout the preparation and jump Discovery News Space Producer Dr. Ian O'Neill live-Tweeted the event, providing his expert insight. Discovery Channel's Facebook page garnered tens of thousands of likes, comments and shares, as viewers explored the mission more deeply through [Discovery News' online Wide Angle coverage](#)

Velocity's broadcast of **SPACE JUMP LIVE** attracted nearly one million P2+ viewers (991,000), making it the network's highest-rated telecast ever and ranking it in the top 20 (18th) for M25-54 ratings in all of cable.

According to [Discovery News](#), Felix Baumgartner broke several records including the highest jump from a platform at 128,100 feet (39,045 kilometers), the longest free-fall distance at 119,846 feet (36,529 meters) and a maximum vertical velocity at 833.9 mph (1342.8 kmh) or Mach 1.24. In addition, Felix Baumgartner's historic jump occurred on the 65th anniversary of the first supersonic flight.

To learn more about "Space Jump LIVE" and Baumgartner's record-breaking event, please go to DiscoveryNews.com for comprehensive coverage and follow @Discovery_News and @Discovery on Twitter.

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About Discovery News

Since 1998, Discovery News has been a leading producer of in-depth coverage and analysis of developments in technology, space and earth sciences. Part of the Discovery Communications family, Discovery News extends upon the company's mission to satisfy curiosity about the world, reporting on the science that matters to individuals and the global community. For more information on Discovery News and to connect on social media, please visit DiscoveryNews.com, connect at facebook.com/DiscoveryNews, and follow [@Discovery_News](https://twitter.com/Discovery_News) on Twitter.

About Discovery Channel

Discovery Channel is dedicated to creating the highest quality non-fiction content that informs and entertains its consumers about the world in all its wonder, diversity and amazement. The network, which is distributed to 100.8 million U.S. homes, can be seen in 210 countries and territories, offering a signature mix of compelling, high-end production values and vivid cinematography across genres including, science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. For more information, please visit www.discovery.com.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.8 billion cumulative subscribers in 209 countries and territories. Discovery is dedicated to satisfying curiosity through 149 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as U.S. joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including Revision3. For more information, please visit www.discoverycommunications.com.

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