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**DISCOVERY HOLDS TOP THREE SPOTS IN CABLE ON FRIDAY NIGHT AMONG MEN**

The Friday night premiere telecast of **DUAL SURVIVAL** earned top ratings for Discovery Channel on Friday, June 3. The episode, *Adrift*, earned a 1.14 HH / .87 P25-54 AA%, delivering 1.67 million viewers P2+. The series was the #1 primetime cable telecast among Men 25-54 and Men 18-49 (excluding sports and movies).

**DUAL SURVIVAL** out-delivered several broadcast programs for Friday 6/3/11 prime including:

- ABC's *J. Oliver's Food Revolution* for M25-54, M18-49
- CBS' *Blue Bloods* for M18-49
- FOX' *Lie to Me* for M25-54, M18-49
- FOX' *Bones* for M25-54, M18-49
- NBC's *Friday Night Lights* for M25-54, M18-49

Additionally, the 10PM and 10:30PM ET/PT premiere episodes of **SWAMP BROTHERS** earned a .85 HH/ .71 P25-54 AA%, and .81 HH/ .71 P25-54 AA%, delivering 1.37 and 1.29 million viewers P2+ respectively. The telecasts finished as the #2 and #3 cable programs on Friday night among Men 18-49.

Driven by the strong performances from both series, Discovery Channel was the #3 primetime cable network for Men 25-54 and Men 18-49 ratings and delivery.

New episodes of **DUAL SURVIVAL** and **SWAMP BROTHERS** continue this Friday at 9PM and 10PM ET/PT respectively. For more information on either series please visit [press.discovery.com](http://press.discovery.com).

Source: NHI. Live+SD AA (000).

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