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**DISCOVERY'S GOLD RUSH #1 PROGRAM IN ALL OF TELEVISION FRIDAY NIGHT
AMONG MEN, WITH AN AVERAGE OF 4.15 MILLION TUNING IN**

**DISCOVERY HAD THE TOP THREE NON-SPORTS PRIMETIME PROGRAMS IN ALL OF
CABLE ON FRIDAY MONG MEN**

DISCOVERY OUT-DELIVERED ABC, CBS AND NBC ON FRIDAY NIGHT AMONG MEN

The all-new premiere of Discovery Channel's hit series **GOLD RUSH** on Friday, November 11, was the #1 program in ALL of TELEVISION during primetime (no exclusions), among Men 25-54 ratings and delivery. The third episode of season two, titled "Family Feud," was also #2 in all of television among M18-49 (behind only *College Basketball* on ESPN). This week's premiere telecast earned a 2.84 HH / 2.11 P25-54 AA%, delivering an average of 4.15 million viewers (P2+). As with last week, **GOLD RUSH** was the top program in key demos, finishing as the #1 cable program (no exclusions) among Persons 25-54 / 18-49, Men 25-54 / 18-49, and Women 25-54 ratings and delivery.

The 10PM premiere of **FLYING WILD ALASKA**, "Money in the Sky," earned a 1.45 HH / 1.01 P25-54 AA%, delivering an average of 2.13 million viewers (P2+). It was the #2 primetime cable program among P/M25-54 and M18-49 ratings and delivery, on Friday night (excluding sports).

Discovery Channel's primetime line-up on Friday night, November 11th, featuring premieres of **GOLD RUSH** at 9PM e/p ("Family Feud"), **FLYING WILD ALASKA** ("Money in the Sky") at 10PM e/p and an encore telecast of **GOLD RUSH** ("Virgin Ground") at 8PM e/p finished as the #1, #2 and #3 non-sports programs in cable that night among Men 25-54 delivery.

Driven by **GOLD RUSH** and **FLYING WILD ALASKA**, on Friday night, Discovery Channel was the #2 cable network among Persons and Men 25-54 / 18-49 in ratings and delivery (behind only ESPN, airing *College Basketball*). Discovery also out-delivered ABC, CBS and NBC on Friday night among M18-49 ratings and delivery.

All-new episodes of **GOLD RUSH** and **FLYING WILD ALASKA** premiere this Friday at 9PM and 10PM ET/PT. Below are sneak peeks of this week's episodes, available for previewing and embedding.

- more -

The Terrible Truth | Gold Rush

Link: <http://www.youtube.com/watch?v=BGRdCRo9OKo>

Good Luck Crab Dance | Flying Wild Alaska

Link: <http://www.youtube.com/watch?v=mxmRWzkEuXQ>

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

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