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DISCOVERY'S 'KILLING BIN LADEN' #1 PROGRAM SUNDAY NIGHT AMONG MEN

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**SPECIAL, FIRST AND MOST DETAILED TO DATE, BEATS CABLE NEWS'
BIN LADEN SPECIALS**

The Sunday, May 15 premiere of Discovery Channel's **KILLING BIN LADEN** earned a 1.75 HH / 1.11 P25-54 AA%, making it the night's #1 non-fiction ad-supported cable program among M25-54 (behind NBA and MLB games). The special propelled Discovery to the #4 primetime ad-supported cable network spot for the night among M25-54.

KILLING BIN LADEN, the first non-news bin Laden special to premiere after his death on May 1st, delivered 2.42 million viewers P2+. It was the most watched cable documentary about his demise, beating out CNN'S *Inside the Mission: Getting bin Laden* and MSNBC'S *The Death of Osama bin Laden*.

Discovery's **KILLING BIN LADEN** is the most comprehensive overview of the bin Laden operation to date – from the time the crucial intelligence was gathered in 2010 through the burial at sea.

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

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