



NEWS RELEASE

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DISCOVERY CHANNEL TO DEBUT MEERKAT EMBEDDING PRODUCT IN CONJUNCTION WITH ‘SHARK WEEK’

*– New Embeddable Player from Meerkat to Be Used to Feature Content on
Discovery.com in Conjunction with the Annual Pop Culture Event –*

Silver Spring, Md. and San Francisco – Continuing to make digital waves and with a shared mission to engage audiences in innovative new ways, [Discovery Channel](#) announced today that it will be premiering the new embed functionality from Meerkat in conjunction with the network’s annual [SHARK WEEK](#), which returns on Sunday, July 5. Discovery Channel will host jawsome behind-the-scenes **SHARK WEEK** content through the Meerkat embeds to complement the multiplatform event. Discovery’s player will live on the network’s newly launched [DLive](#), a digital destination featuring a roundup of fan-favorite streaming content.

Viewers enjoying **SHARK WEEK** on air will be able to dive even deeper with special **SHARK WEEK** content through [@SharkWeek](#) on Meerkat and through Meerkat embeds at [discovery.com/live](#). The experience will include:

- “Finbassador” shark experts – from photographers to educators and conservationists – sharing the inside stories on what it’s like to be a part of **SHARK WEEK**;
- A live shark feeding from the National Aquarium in Baltimore; and
- “Shark on the Street” Q&As, complete with viewer giveaways.

“Each year we challenge ourselves to find new ways to connect with our community of shark fin-atics and to reach new audiences, and Meerkat’s embeddable player is a great tool for us to do just that,” added Conal Byrne, Senior Vice President of Digital Media for Discovery Communications. “We are thrilled to be partnering with Meerkat to offer **SHARK WEEK** fans even more ways to engage with the most wonderful week of the year.”

“From the beginning, we’ve been about providing a deeper connection and interaction through rich live experiences, and this relationship with Discovery is exemplary of why we have an open platform,” said Sima Sistani, Vice President of Media at Meerkat. “We want to be able to create value for partners like Discovery, while providing amazing content to people – this is a win-win scenario.”

SHARK WEEK kicks off Sunday, June 5 at 8pm ET/PT. To learn more about **SHARK WEEK** and the programming lineup, please visit [SharkWeek.com](#). To learn more about Meerkat embeds, visit <http://meerkatapp.co/embed>.



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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 224 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.

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Contacts

Liz Stewart, Discovery Communications
240.662.7594
liz_stewart@discovery.com

Melisa Gotto, Scandal Co-Active for Meerkat
213.300.6334
melisa@scandalcoactive.com