



UPFRONT 2010/2011 FACT SHEET

As the only network devoted entirely to military programming, the Military Channel brings viewers compelling, real-world stories of heroism, military strategy, and significant turning points in history. The network takes viewers “behind the lines” to hear the personal stories of servicemen and women and offers in-depth explorations of military training, aviation technology and cutting-edge weaponry. Complementing timeless series like WORLD AT WAR and emotional homecoming specials, the network provides unique access into the world of the military, helping viewers experience and understand the full spectrum of human drama, courage and patriotism that has been its long-held tradition.

GREATEST TANK BATTLES

Shot in stunning, ultra-realistic CGI animation, GREATEST TANK BATTLES is sure to entertain, educate and captivate Military Channel viewers. Of all the modes of urban warfare, tank battles are the least documented. Their sheer intensity has rendered them too dangerous to capture for the screen – until now. This series captures the gritty realism and spectacular visuals of tank battles like never before.

ULTIMATE WEAPONS

This high-octane series takes a look at the most amazing weaponry using modern day technology. This six-part series features the best in sniper rifles, tanks, artillery, robotic warriors, and more, and explores what makes them the top of their class. Each episode analyzes the explosive power of ten weapon systems in each category and counts down to what has been voted as the ULTIMATE WEAPON in its class. Viewers are invited to go online and vote for their weapon of choice in each category.

OPERATION HOMECOMING

As a long and exhausting war comes to a conclusion, our brave men and women come home. This special captures the emotional homecomings of U.S. troops from their tours of service in Iraq and Afghanistan. Featuring heartfelt reunions with loved ones, stories of adjustment after returning home and recollections of their missions abroad, OPERATION HOMECOMING chronicles these moving tales of U.S. troops’ return to the country they have sworn to defend.

FEATS OF VALOR/HOMECOMING SPECIAL

FEATS OF VALOR/HOMECOMING SPECIAL tells of the challenges U.S. servicemen and women face upon their return home. It’s not only the physical and psychological repair of putting a war behind them, but for many, the hardest part is to simply pick up the threads of an ordinary life and reconnect with family, friends and community. Military Channel looks to fulfill the wishes of the men and women who sacrificed everything for their country, whether their desire is to play in a headlining band or to be a supermodel, our talented team will do whatever it takes to make sure these heroes get the star treatment.

ONLINE:

www.Military.Discovery.com

The Military Channel’s website has forums for passionate fans to dive deeper on topics covered in the network’s popular series. In addition, photo-blogs like “Dispatches from the Front” are featured where servicemen and women share pictures and stories from the front lines.

www.ReconnectAmerica.com

This website is Military Channel’s portal to organizations that support our armed forces. Reconnect America is a program that provides resources for Military Channel viewers to give back to the men and women who give it all in the U.S. Armed Forces.

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PRESS WEBSITE:

www.press.discovery.com

This press website is an online resource for media to download press materials, artwork and logos, as well as, access screeners for the network's upcoming series and specials.

PARENT COMPANY:

Discovery Communications
One Discovery Place, Silver Spring, Md. 20910

BROADCAST HOURS:

24 hours per day

LAUNCH DATE:

January 10, 2005

BACKGROUND:

The Military Channel was previously the Discovery Wings Channel, which launched on June 30, 1998, and was focused on aviation and the wonders of flight.

SUBSCRIBERS:

57.4 million (Nielsen Universe Estimate, April 2010)

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