 

**FOR IMMEDIATE RELEASE: Contacts: Paul Schur 240-662-3348 May 20, 2013** **Paul\_Schur@discovery.com** **Kate Aconfora 310-975-5902** **Kate\_Aconfora@discovery.com**

**DISCOVERY CHANNEL’S MAY 19 PREMIERE OF NORTH AMERICA GRABS 3.4 MILLION VIEWERS**

*NORTH AMERICA Premiere* *Dominates as Highest Rated Discovery Channel Natural History Telecast Since LIFE*

Last night’s premiere of **NORTH AMERICA** earned a 2.02 HH/1.47 P25-54 rating, 1.67 M25-54 rating and delivered 3.4 million viewers P2+. The premiere of **NORTH AMERICA** stands as the highest rated natural history telecast across key demos since LIFE premiered on March 21, 2010.

Earning a 1.47 P25-54 AA%, the **NORTH AMERICA** premiere was up +133% vs. the January 8, 2013 premiere of AFRICA (0.63 P25-54 AA%), and was up +7% vs. the March 18, 2012 premiere of FROZEN PLANET (1.37 P25-54 AA%).

For many of us, North America is our home. We live in this extraordinary continent each and every day. If you think you know North America, you can think again. **NORTH AMERICA** is an unforgettable television event. Discovery Channel turns the lens toward its homeland and captures a land where life collides with hostile, untamed wilderness in the most diverse, deadly environment on Earth. Discovery is proud to have actor Tom Selleck serving as narrator. A wonderful story teller and the perfect complement to this landmark seven part series, Selleck’s career and voice represent the “true grit” spirit that many associate with the Americas.

**NORTH AMERICA** viewers are invited to follow Discovery Channel on Facebook and @Discovery on Twitter using the #NorthAmerica hashtag to join the conversation.

A new episode of **NORTH AMERICA**, “Learn Young or Die”, will air on Discovery on Sunday, May 26 at 9PM ET/PT.

Source: Nielsen. NHI Calendar. 5/19/13. Live+SD AA% and AA (000).

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