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## INVESTIGATION DISCOVERY BREAKS RATINGS RECORDS IN OCTOBER

### *New Series "On The Case with Paul Zahn" Continues To Lead Growth*

ID, America's leading investigation network, experienced its **best October ever** among P2+, HH, P25-54, W25-54 and W18-49, garnering double-digit gains vs. Oct 08. In addition, the network boasts 21 consecutive months of year-over-year gains in HH (since launch in Jan. 08), and is up significantly across the board (Oct 09 vs Oct 08):

HH	+26% (182k vs. 144k)
P2+	+23% (226k vs. 184k)
P25-54	+21% (114k vs. 94k)
W25-54	+26% (73k vs. 58k)
W18-49	+22% (56k vs. 46k)

*On the Case with Paula Zahn* scores in week 2, notching 362k P2+, and once again beating CNN, MSNBC, National Geographic Channel and BIO in W25-54 delivery in its Sun, 10 p.m. timeslot.

The first two premieres of the new original series are averaging a solid 413k P2+, experiencing triple-digit gains (+111) vs. the network's Prime Oct 09 average in W18-49, and double-digit gains in HH (+76%), P2+ (+83%), P25-54 (+61%) and W25-54 (+95%) vs. ID's Oct 09 Prime average.

With the successful launch of ON THE CASE WITH PAULA ZAHN, ID, the fastest-growing ad supported cable network for W25-54 in the industry, debuted a trifecta of fall season hits, including THE BUREAU (+46% in P25-54 vs. Oct 09 Prime average) and THE SHIFT (+23% in P25-54 vs. Oct 09 Prime average).

This fourth quarter performance to date comes on the heels of excellent ratings gains for Investigation Discovery in 3Q09, where ID set network records for best total day delivery among People 18-49, 25-54 and Women 18-49, 25-54. In September, ID notched its best 3Q ever in Primetime in W25-54.