



Surprisingly Human

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**ANIMAL PLANET HAS BEST QUARTER EVER!**

*- Network Ranks Among Top 20 in Cable and Boasts Double-digit Gains in Major Demos -*

(Silver Spring, Md., June 26, 2012) – Animal Planet flies into summer with its strongest quarter yet. The network posted its best-ever quarterly prime delivery among P25-54 (318K), P18-49 (294K) and M25-54 (184K) and best-ever quarterly total day delivery among P2+ (451K), P25-54 (202K) and M25-54 (111K). Animal Planet ranked #18 among all ad-supported cable networks in prime with M25-54.

Animal Planet's second quarter prime saw significant growth versus year ago with increases in the following key demos: +9% P2+ (678K vs. 621K), +10% HH (507K vs. 461K), +16% P25-54 (318K vs. 274K), +10% P18-49 (294K vs. 268K) and +23% M25-54 (184K vs. 149K).

Animal Planet is having its best yearly start ever in prime among P25-54 and is seeing double-digit increases among the following key demos: +11% P2+ (672K), +13% HH (503K), +17% P25-54 (307K) and +11% P18-49 (283K).

Strong performances were driven by series stalwarts, including **RIVER MONSTERS**, the network's top-performing series of all time, which delivered more than 1.5M P2+ viewers in its fourth season. Three series each delivered nearly a million viewers to date, including **WHALE WARS** (919K), **TANKED** (981K) and **CALL OF THE WILDMAN** (1M). Success also was fueled by Animal Planet's first-ever **Monster Week**, which included the premiere of **MERMAIDS: THE BODY FOUND**, delivering nearly 2M P2+ viewers (1.96M). This Sunday's premiere episodes of **CALL OF THE WILDMAN** and **GATORS BOYS** both achieved series highs, with **CALL OF THE WILDMAN** delivering 1.5M P2+ viewers and **GATOR BOYS** delivering 1.1M P2+viewers.

“This year, we’ve seen more viewers migrate to Animal Planet week after week, enticed by hit series, including the critically acclaimed **RIVERS MONSTERS** and pop-culture hit, **FINDING BIGFOOT**,” says Marjorie Kaplan, president and general manager of Animal Planet. “In the third quarter, we look forward to new episodes of Emmy-nominated **WHALE WARS**, the

return of the fan-favorite series, **HILLBILLY HANDFISHIN'**, and new, crazy fishing series, **OFF THE HOOK: EXTREME CATCHES.**"

Animal Planet Media (APM), a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. APM consists of the Animal Planet television network, available in more than 96 million homes in the US; online assets [www.animalplanet.com](http://www.animalplanet.com), the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet Beyond; Petfinder.com, the #1 pet-related Web property globally that facilitates pet adoption; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.