



**FOR IMMEDIATE RELEASE:**  
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**DISCOVERY CHANNEL DOMINATES AS #1 TELEVISION NETWORK IN FRIDAY**  
**PRIME TIME FOR MEN**

(Silver Spring, MD) - Discovery Channel was the #1 network in ALL OF TELEVISION among Men 25-54 and Men 18-49 ratings and delivery on Friday, January 25 and beat all broadcast and cable networks in these key demos.

Discovery Channel's **GOLD RUSH** earned a 3.12 HH/2.60 P25-54 rating and delivered 4.55 million viewers P2+ making it the #1 ad-supported cable program among HH, P2+, P18+, P/M/W25-54, P/M/W18-49 and M18-34 delivery, no exclusions. It was also the #1 program in ALL OF TELEVISION in numerous key demos on Friday night that included P/M 25-54, M18-49 and M18-34 delivery and #1 among P/18-49 delivery, English-language nets.

**BERING SEA GOLD** earned 1.98 HH/1.72 P25-54 rating and delivered 2.91 million total viewers P2+ and was the #2 program in ALL OF TELEVISION on Friday night behind only Gold Rush among both Men 25-54 and Men 18-49 delivery (among English-language nets). It was also #2 in ad supported cable among P2+, P18+ P/M 25-54 and P/M18-49 delivery on Friday night, second only to **GOLD RUSH**.

All-new episodes of **GOLD RUSH** and **BERING SEA GOLD** will premiere this Friday night, February 1.

\* Source: Source: Nielsen. Live+SD. 1/25/13. Prime.

**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 210 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](http://www.discovery.com).

## **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.8 billion cumulative subscribers in 209 countries and territories. Discovery is dedicated to satisfying curiosity through 149 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as U.S. joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including Revision3. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

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