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**MORE THAN TWO MILLION PEOPLE TUNE IN TO SEE PRESIDENT OBAMA ON  
*MYTHBUSTERS***

**-- "President's Challenge" #1 Primetime Cable Program Among Men --**

The Wednesday, December 8, 2010 premiere episode of **MYTHBUSTERS, *President's Challenge***, delivered 2.24 million viewers (P2+), making it the #1 primetime (8P-11P) cable program among M25-54/M18-34 delivery (no exclusions). It was the #2 primetime (8P-11P) cable program among M18-49 delivery (no exclusions, behind NBA basketball).

Earning a 1.45 HH / 1.05 P25-54 AA%, the 9PM telecast surpassed several primetime broadcast telecasts, bringing in more viewers in key demos than ABC, CBS, FOX and NBC:

- ABC's *Cougar Town* for M25-54, M18-49, P18-34, M18-34
- ABC's *The Middle* for M18-34
- ABC's *Better With You* for M18-34
- ABC's *Modern Family* for M18-34
- CBS's *The Defenders* for M18-34
- FOX's *Human Target* for P18-34, M18-34
- NBC's *Law & Order: SVU* for M18-49, M18-34

Additionally, last night's behind-the-scenes special of **STORM CHASERS, *Behind the Storm***, delivered almost 1 million viewers (P2+), earning a 0.72 HH / 0.50 P25-54.

Driven by tune in for last night's premieres of **MYTHBUSTERS** and **STORM CHASERS**, Discovery was the #2 ad-supported cable network for delivery among M18-49 and M18-34, and it was #3 among M25-54.

Source: NHI. Live+SD AA(000).

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