

DISCOVERY CHANNEL'S SHARK WEEK 2013 DELIVERS MOST-WATCHED WEEK EVER IN NETWORK'S HISTORY

Shark Week 2013 Breaks Records as Network's Most Watched Week EVER Among Persons 18-49

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(SILVER SPRING, MD) Discovery's **SHARK WEEK 2013** was the most-watched **SHARK WEEK** in the event's 26 year history across all key demos including Persons, Men and Women 25-54/18-49/18-34 delivery (no exclusions) from **August 4th to Saturday, August 10th**. Not only that, but last week (8/5/13 – 8/11/13) was the most-watched week in the network's history among Persons 18-49 delivery. These record viewership ratings made Discovery Channel the #1 network in ALL OF TELEVISION among Men 18-49 delivery (no exclusions) last week, besting ALL broadcast and cable networks including NBC, which aired the return of NFL football.

SHARK WEEK'S first-ever late-night talk show, *Shark After Dark*, beat popular talk shows in the coveted Persons 18-34 delivery on Sunday, August 4th through Wednesday, August 7th. Additionally, *Shark After Dark* out-delivered every late-night cable talk show competitor including Comedy Central's *The Daily Show with Jon Stewart* and *The Colbert Report*, TBS' *Conan*, Bravo's *Watch What Happens Live* and E!'s *Chelsea Lately* (including Lindsay Lohan as guest host on August 5th). *Shark After Dark* beat all of the above late-night cable talk shows among Persons 25-54 and 18-49 delivery (no exclusions) Sunday through Thursday.

In addition, **SHARK WEEK 2013's** programming earned titles as the highest-rated premieres in the history of Shark Week for their respective nights in Persons 18-49 including *Megalodon: The Monster Shark Lives* (Sunday), *Voodoo Sharks* (Monday), *I Escaped Jaws* (Tuesday), *Great White Serial Killer* (Wednesday), *Alien Sharks* (Thursday) and *Great White Gauntlet* (Friday). **SHARK WEEK 2013** hit a major milestone with the Sunday night premiere of *Megalodon: The Monster Shark Lives*. The special earned the highest rating for any SHARK WEEK telecast EVER and ranks as the #2 ad-supported cable telecast for 3Q13 among P/M 25-54 and M18-49 delivery (excluding sports) behind only AMC's *Breaking Bad* season premiere.

SHARK WEEK 2013 ranks as Discovery Channel's most social programming event to date, generating more than 2.6 million Tweets from August 4-10 (a 63% increase over 2012's record-breaker). With 11 Worldwide and 15 U.S. Trending Topics on Twitter, every **SHARK WEEK** premiere trended and the tooth-filled lineup was a fixture every night last week on the list in primetime. *Megalodon: The Monster Shark Lives* was the most social TV program across broadcast and cable for the week of July 29-August 4, according to SocialGuide, and **SHARK WEEK** nabbed 10 of the top 30 cable slots in the August 5-11 rankings. **SHARK WEEK** also dominated Facebook news feeds, with approximately 10 million interactions last week about the annual event on the platform and #SharkWeek as the top hashtag on Facebook, as well. Online at SharkWeek.com, the fansite saw a 121% increase in page views over last year and the video lineup drew a 51% increase in streams year-over-year.

Other highlights include Discovery was the #1 primetime cable network among P/M/W 25-54, P/M/W18-49, P/M/W18-34 delivery (no exclusions, week of 8/5/13). This makes Discovery Channel the #1 cable network among Person 25-54 delivery for two consecutive weeks.

Source: Nielsen. NHI Calendar. 8/4/13 – 8/11/13. Live+SD AA% and (000).

2013 Shark Week Premiere Telecast Averages

- During Shark Week 2013, across 11 premiere hours, Shark Week telecasts averaged a 1.77 P25-54 AA% and 3.23 million viewers P2+ delivery (higher than any other year in 26 year history of Shark Week).

2013 Shark Week Prime Average

- The full week itself averaged a 1.74 HH / 1.39 P25-54 AA% / 2.56 million viewers P2+ delivery, during all of primetime (8-11p, Sunday 8/4/13 – Saturday 8/10/13)

2013 Shark Week Cume

- During the calendar week of Shark Week 2013, 28.9 million viewers P2+ watched Shark Week 2013 during Prime (Mon-Sun)...when including launch night, 31.8 million viewers P2+ (Sun-Sat) during Primetime.

Source: Nielsen. NPower. DISC. Shark Week. Mon-Sun, 8/5/13-8/11/13. 8p-11p. Sun-Sat, 8/4/13-8/10/13. 8p-11p. Cume. 6min Qual.