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**SCIENCE CHANNEL UNVEILS ‘SCI2’ – A NEW VIDEO-FOCUSED
DIGITAL DESTINATION FOR THE SCIENTIFICALLY CURIOUS**

*– Elise Andrew of ‘I F***ing Love Science’ Leads Curation of Short-Form Videos
and Live Cams That Inspire Awe and Entertain –*

(Silver Spring, Md.) – Science Channel announced today the launch of [Sci2](http://sci2.tv) (sci2.tv) – a new destination for the science-minded audience that is hungry for the most engaging, mind-blowing content online. **Sci2** curates exceptional, awe-inspiring short-form science videos and live feeds from across the web in a simple, compelling experience, and is designed to be available on all platforms – desktops, smartphones, tablets, smart TVs and more.

Sci2 is the perfect complement to the Science Channel brand, providing those who want to *know more, do more and feel more* with a rabbit-hole journey into the universe through the eyes of science. Conceived and designed with online audiences in mind, **Sci2** features everything the science-minded crave from videos on how to wash your hair in space and incredible active volcanoes to snoring ducks, new angles of Felix Baumgartner’s space jump and more.

Compiled by the Science Channel team and chief curator Elise Andrew, who has grown her [I F***ing Love Science](#) Facebook page to include more than 10 million passionate followers, **Sci2** visitors will find new content daily to feed their appetite for the infinitely awesome. The team of curators will include only the best of the most buzzed about, sharable, mind-shifting science videos available anywhere. Additionally, **Sci2** is the first science-focused digital destination – run by a large media company – to encourage viewer contributions by providing a means to submit video content for consideration to Elise and the editorial team.

“Science has never been more popular. We see that on air, at the movies and in the fantastic content available online,” said Debbie Myers, Executive Vice President and General Manager, Science Channel. “With Sci2 we’re using our sensibility as programmers to curate that online content into a new experience where viewers can lean back and enjoy an entertaining, immersive experience. The combined editorial brain trust of Elise and the Science Channel team ensures that Sci2 will have only the best science videos to watch anywhere online.”

“Science Channel already showcases really great content on TV, and I’m thrilled they are focusing more of their talents on the digital world,” said Elise Andrew, Sci2 Chief Curator. “I’m so excited to be working as content curator with Science Channel for Sci2 – it’s just such a fantastic way to showcase the amazing science videos people are creating every day. The Internet is a wonderful place for knowledge but as it grows larger the signal to noise ratio increases. Hopefully, I’ll be able to use my eye for content to introduce our audiences to some really talented, deserving people.”

In addition to curated content from every corner of the web and Discovery Digital Networks’ [TestTube](#), **Sci2** will be home to:

- Streaming video of assembly lines across America in the aptly named **HOW IT’S MADE** feed
- Special slow-motion video streams
- Live city cams from around the world
- Time-lapse video feeds
- Footage from NASA
- A vintage science experiments feed

Sci2 visitors can browse videos effortlessly, search for specific topics or use the “Randomizer” feature to discover new content and knowledge nuggets, all with an ambient audio soundtrack. Available at [sci2.tv](#) currently, **Sci2**’s availability will be extended to gaming consoles and other platforms in the future.

About Science Channel

Science Channel, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is home for the thought provocateur, the individual who is unafraid to ask the killer questions of “how” and “why not.” The network is a playground for those with audacious intellects and features programming willing to go beyond imagination to explore the unknown. Guided by curiosity, Science Channel looks for innovation in mysterious new worlds as well as in its own backyard. Science Channel and the Science Channel HD simulcast reach nearly 80 million U.S. households. The network also features high-traffic online and social media destinations, including ScienceChannel.com, facebook.com/Science Channel and twitter.com/Science Channel.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 2 billion cumulative subscribers in over 220 countries and territories. Discovery is dedicated to satisfying curiosity through more than 190 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 and The Hub. Across the Nordic region, Discovery owns and operates SBS Discovery Media, a top-three portfolio of television brands that feature leading nonfiction content, as well as locally produced entertainment programs, sports and the best scripted series and movies from major studios. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, and a digital leader with a diversified online portfolio, including Discovery Digital Networks. For more information, please visit www.discoverycommunications.com.

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