



NEWS RELEASE

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DISCOVERY CHANNEL BRINGS FANS CLOSER THAN EVER TO ‘SHARK WEEK’ WITH ROBUST DIGITAL & SOCIAL MEDIA CAMPAIGN

– SHARK WEEK Fin-atics Can Celebrate with Live On-Air Social Integrations and More –

(Silver Spring, Md.) – In 2011, [SHARK WEEK](#) viewers dominated social media, nabbing the top spot on Trendrr’s social TV chart and generating more than 750,000 **SHARK WEEK** Tweets throughout the week. As Americans prepare to celebrate the 25th anniversary of summer’s most jawsome ritual, [Discovery Channel](#) is making this year the most digitally engaging and socially fueled yet.

Immersive 360-Degree ‘Shark Cam’

The countdown to **SHARK WEEK** started earlier this month with the launch of [Shark Cam](#), a live 360-degree underwater experience from the Georgia Aquarium’s Ocean Voyager exhibit, powered by Ustream. Visitors to [SharkWeek.com](#) can dive in with 33 sharks spanning seven species with daily feedings and interactive live chats with shark experts from August 13-16.

Viewers Turn Programmers Through Social Media

Turning our attention to the TV, beginning on Sunday, August 12 at 9pm ET/PT, Philip DeFranco of [Revision3’s The Philip DeFranco Show](#) will host the *Shark Week Chomptown*, as fans vote by visiting [SHARK WEEK’s Facebook page](#) and using unique on-air Twitter hashtags on which item they would like to see our massive mechanical megalodon, Sharkzilla, bite to bits each night. For the first time ever, fans on social media will control their **SHARK WEEK** destiny, as their votes will determine which item meets its ultimate demise each night (with the possibility of different outcomes for ET and PT).

#SharkWeek Fin-atics Featured On Air

SHARK WEEK viewers also will have the chance to be a part of Discovery Channel’s primetime lineup by joining the *SHARK WEEK Twitter Frenzy*, a live on-air ticker that will complement 10 hours of programming. During the 9pm and 10pm hours each night our social media sharks will be selecting their favorite [#SharkWeek](#) fan Tweets to feature on TV.

Simultaneous Viewing Experience

Viewers that want to immerse themselves even further can download the [Discovery Channel HD App for iPad](#) and add *Shark Week Plus* to their **SHARK WEEK** experience. The audio-synced, simultaneous viewing app is paired with five nights of premieres at 9pm ET/PT, including **AIR JAWS APOCALYPSE**, **SHARKZILLA**, **HOW JAWS CHANGED THE WORLD**, **SHARK FIGHT** and **GREAT WHITE HIGHWAY**, and features behind-the-scenes factoids, photos, quizzes, social conversation and more.

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Fans also can add more bite to their **SHARK WEEK** with:

- **A Thunderclap for Sharks:** SHARK WEEK fans will be encouraged to join Discovery Channel, [Oceana](#) and other partners in a special [Thunderclap](#) to support the West Coast population of great white sharks being added to federal and California state Endangered Species lists.
- **SHARK WEEK Bingo:** Viewers can join their friends and family online at [SharkWeek.com](#) and in the *Shark Week Plus* iPad experience to compete for bragging rights.
- **Socialcam:** [SHARK WEEK's Socialcam channel](#) was the first from a TV brand and has quickly become one of the Top 25, with toothy videos that have more than 800,000 followers hungry for more.
- **GetGlue:** Viewers can [check into SHARK WEEK](#) during our countdown week to earn fan-created stickers and all week long during SHARK WEEK to earn nightly stickers demonstrating their fin-dom. Those who collect the entire set will unlock a special sticker and enter them for jawsome prizes.
- **And much more**, which will be revealed by following [@SharkWeek on Twitter](#), schooling with fellow fans on the [SHARK WEEK Facebook page](#) and visiting [SharkWeek.com](#).

Discovery Channel's **SHARK WEEK** is cable's longest-running programming event and will celebrate its 25th anniversary with eight all-new specials beginning Sunday, August 12 at 9pm ET/PT.

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](#).

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.7 billion cumulative subscribers in 209 countries and territories. Discovery is dedicated to satisfying curiosity through more than 147 worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as US 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](#).

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