



Surprisingly Human

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**ANIMAL PLANET SETS SIZZLING SUMMER RATINGS RECORDS WITH BEST SUMMER EVER**

*-- Network Has Best June, July and August Ever --*

*-- Network Ranks Among Top 20 for Eighth-straight Month --*

(August 27, 2013, Silver Spring, Md.) –Animal Planet just served up its best summer in network history. From June to August 2013, the network set records across all major demos in both prime and total day, including P2+ viewers (790K, 523K), HH (554K, 387K), P25-54 (338K, 214K), P18-49 (313K, 209K), M25-54 (178K, 106K) and W25-54 (161K, 108K).

In addition, Animal Planet ranked 20<sup>th</sup> among all ad-supported cable networks based on M25-54 delivery; this marked the eighth-consecutive month of placing as a top-20 network.

The network's summer success was driven by **TREEHOUSE MASTERS, CALL OF THE WILDMAN, GATOR BOYS** and **TANKED**. **TREEHOUSE MASTERS** drew in 1.3M P2+ viewers in its freshman season and is the network's second-most-watched series year to date among P2+ viewers and M25-54. **CALL OF THE WILDMAN** is the third-most-watched Animal Planet series year to date among P2+ viewers. Its season-two premieres to date have delivered 1.3M P2+ viewers. **GATOR BOYS** ranks as the #5 network series year to date among P2+ viewers, P/W25-54 and P/W18-49 and has delivered 1.2M P2+ viewers so far this season. This season of **TANKED** is performing swimmingly, having reeled in about 1M P2+ viewers year to date.

Animal Planet Media (APM), a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. APM consists of the Animal Planet television network, available in more than 97 million homes in the US; online assets [www.animalplanet.com](http://www.animalplanet.com), the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet Beyond; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.