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CONTACT: Joanna Brahim, 212-548-5005
joanna_brahim@discovery.com

TLC GARNERS BEST FIRST QUARTER IN A DECADE AMONG HH, P2+, AND KEY WOMEN DEMOS

(NY, New York) – At the close of 1Q14, TLC achieved its highest rated first quarter in a decade with HH, W25-54/18-49, and P2+ Prime delivery. Anchored by returning favorites THE LITTLE COUPLE, SISTER WIVES, LONG ISLAND MEDIUM, and HERE COMES HONEY BOO BOO, along with the network’s newest hits 90 DAY FIANCÉ and SEX SENT ME TO THE ER, TLC posted double-digit gains in Prime delivery in 1Q14 vs. a year ago among HH, P2+, and P/W25-54/18-49/18-34. This quarter was also TLC’s best first quarter Prime delivery since 2011 with P25-54/18-49 and P/W18-34.

On Thursday and Friday nights in 1Q14, TLC was the #1 female ad-supported cable network with all key women demos (W25-54/18-49/18-34) and the #2 ad-supported cable network in delivery among W18-34. Sunday nights also delivered strong results in the competitive space, with TLC positioned as the #4 ad-supported cable network in delivery among W25-54/18-49. In 1Q14, TLC ranked among the top 5 ad-supported cable networks in Prime with W25-54/18-49, and among the top 10 ad-supported cable networks in delivery on six nights of the week (Tuesday through Sunday) among all key women demos (W25-54/18-49/18-34).

March 2014 finished as TLC’s best March Prime performance in a decade with HH, P2+, and W25-54. In Prime, TLC posted double-digit gains in ratings vs. a year ago among HH, P/W25-54, and W18-49/18-34. Additionally, TLC came in as the #1 ad-supported cable network on Tuesday nights (among W25-54) and Thursday nights (among W18-34), and as the #1 female ad-supported cable network on Thursday and Friday nights with all key women demos (W25-54/18-49/18-34).

Source: Nielsen, 1st Quarter 2014 (12/30/13-3/26/14); 1st Quarter 2013 (12/31/12-3/31/13). Live+SD Cov Rtg/(000s). Prime = M-Su 8-11pm. Best Qtr in decade = HH, W25-54/18-49 based on rating. P2+ based on (000s). W25-54 tied with 1Q11 rating. Net Rank based on time period (000s). Female Net = Audience Comp 60% or greater with W2+, M-Su 8-11pm; Based on P2+.

Source: Nielsen, March 2014 (2/24/14-3/30/14); March 2013 (2/25/13-3/31/13). L+SD, Cov Rtg/(000s). Prime = M-Su 8-11pm. Best March = HH and W25-54 based on rating. P2+ based on (000s). Net Rank based on time period (000s). Female Net = Audience Comp 60% or greater with W2+, M-Su 8-11pm; Based on P2+.

About TLC

TLC is a global brand that celebrates extraordinary people and relatable life moments through innovative nonfiction programming. A top 10 cable network in key female demos, TLC has built successful consumer brands around series including Cake Boss, and has transformed Fridays into “BrideDay” with a lineup of wedding-themed programming anchored by the Say Yes To The Dress franchise. In 2013, TLC had 32 series averaging 1 million P2+ viewers or more, including seven series that averaged 2 million P2+ viewers or more, the most ever in a year: Here Comes Honey Boo Boo, Sister Wives, Long Island Medium, The Little Couple, Who Do You Think You Are?, Breaking Amish: Brave New World, and Breaking Amish: LA.

TLC is available in nearly 99 million homes in the US and 329 million households in 167 markets internationally. A destination online, TLC.com offers in-depth fan sites, exclusive video content, and original editorial covering style, home, food, and more. Fans can also interact with TLC via On Demand services, on mobile platforms, and through social media such as Facebook or @TLC on Twitter. TLC is part of Discovery Communications (NASDAQ: DISCA, DISCB, DISCK), the world's number one nonfiction media company reaching more than two billion cumulative subscribers in 224 countries and territories.

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