



**FOR IMMEDIATE RELEASE**  
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**CONTACTS:**  
Andrew Scafetta: 240-662-6063 –OR–  
[Andrew\\_Scafetta@discovery.com](mailto:Andrew_Scafetta@discovery.com)  
Brittany Whiteford: 240-662-6089  
[Brittany\\_Whiteford@discovery.com](mailto:Brittany_Whiteford@discovery.com)

**VELOCITY HAS BEST MONTH EVER IN PRIMETIME AMONG KEY DEMOS**

*--January 2015 Also Marks 32 Consecutive Months of Primetime Gains among Men 25-54--*

(Silver Spring, Md.) – January 2015 was Velocity’s best month ever in primetime with significant double-digit increases in ratings and delivery among Households, Persons and Men 25-54 (tie #1 with Feb. 2014), Persons 2+ and Men 18+. Also in primetime, January marked 32 consecutive months of year-over-year delivery growth among Men 25-54, and 39 consecutive months of year-over-year delivery growth in Persons 2+.

Velocity was the #1 network in all of cable for networks under 70 million households in Men 25-54, Men 18-49 and Men 18+ delivery in January 2015. Across all ad-supported cable networks Velocity climbed 13 spots to #38 (tied with NFL Network, MSNBC, BET and CMT) for Men 25-54, beating competitive networks NBC Sports Network, BBC America and Nat Geo Wild. Velocity was also a top five network on ad-supported cable among Men 18+ in delivery growth.

Primetime gains were driven in part by [\*\*BARRETT JACKSON LIVE\*\*](#) which reached 6.6 million viewers (Live +3 Days). **BARRETT-JACKSON LIVE** shattered network ratings records to become Velocity’s #1 series among Households, Persons 2+ and Men 18+ in ratings and delivery. The January 13, 16 and 17 broadcasts broke records to become the network’s three highest-rated primetimes, respectively, among Men 25-54. In addition, the first five nights of **BARRETT-JACKSON LIVE** delivered the five largest audiences ever in primetime for the network among total viewers Persons 2+ and Men 18+.

***January 2015 vs. January 2014 Primetime Rating***

HH:	45%
P25-54:	25%
M25-54:	22%
M18+:	50%

P2+: 50%

**January 2015 vs. January 2014 Primetime Delivery**

HH: 62%  
P25-54: 32%  
M25-54: 30%  
M18+: 60%  
P2+: 59%

*\*Prime rankings include DSNY and DSJR, but exclude NICK (Jan '15 and Jan '14), TOON (Jan '14) and SOAP (Jan '14), for tuning to less than <50% of available hours in Prime.*

*Source: Nielsen. Live+SD. Time-Period Data for rankings and dayparts, Program data for Program highlights.*

**About Velocity**

Velocity, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is the only upscale men's cable network that focuses on thrilling automotive for its viewers. Velocity programming is diverse, intelligent and engaging; capturing the best of the human experience as told by the top experts in the field. Formerly HD Theater, the fully HD network is available in 60 million homes. For more information on Velocity, please visit Velocity.com, on Facebook at facebook.com/VelocityTV or on Twitter @Velocity.

**About Discovery Communications, Inc.**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 pay-TV programmer reaching nearly 3 billion cumulative subscribers in more than 220 countries and territories. Discovery is dedicated to satisfying curiosity, engaging and entertaining viewers with high-quality content on worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery and Science, as well as U.S. joint venture network OWN: Oprah Winfrey Network. Discovery also controls Eurosport International, a premier sports entertainment group, including six pay-TV network brands across Europe and Asia. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education, and a digital leader with a diversified online portfolio, including Discovery Digital Networks. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

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