

3 BILLION
CUMULATIVE
WORLDWIDE
VIEWERS

54 BILLION
HOURS
WATCHED AROUND
THE WORLD

225 MILLION
EUROSPORT
VIEWERS

140 MILLION
DISCOVERY
VR STREAMS

400 MILLION
GLOBAL SOCIAL
FOLLOWERS



PAY-TV



FREE-TO-AIR



DIRECT-TO-CONSUMER



DIGITAL

NETWORKS KICKSTART 2017 WITH RATINGS STRENGTH



For the second year in a row, Discovery Channel finished first quarter as the #1 non-sports cable network among men in the U.S. The network also celebrated its best quarter in history among persons 25-54 in primetime and boasted more top 10 unscripted cable series than any other network across all key demos. Internationally, Discovery Channel posted double-digit audience gains in nine markets.



ID closed out first quarter in the U.S. as the #5 cable network in prime delivery of women 25-54, and held onto its spot as the #1 network for total day delivery of women 25-54. The network kicked off second quarter strong in the U.S. with CASEY ANTHONY: AN AMERICAN MURDER MYSTERY, which became ID's best-performing series ever. ID also saw its largest international audience ever in first quarter, up 17% year-over-year.



Velocity marked its highest-ever delivering quarter in primetime among all key demos in first quarter in the U.S. Powered by strong primetime and total day delivery growth, Velocity's first quarter success now marks 18 consecutive quarters of year-over-year gains. Internationally, Turbo's average audience was up 21% year-over-year in first quarter.

DID YOU KNOW?

In February, Discovery built upon its current subscription video on demand (SVOD) deal with Hulu, adding several Discovery Channel documentary films including RACING EXTINCTION, SHERPA, and more to the service. Discovery also recently reached a deal with Amazon to license HARLEY AND THE DAVIDSONS, giving millions of Amazon Prime subscribers access to the scripted mini-series.

TLC SOARS ON RECORD RATINGS AND VIEWERSHIP

TLC's fall momentum continued into the new year in the U.S. with first quarter marking the network's highest-rated quarter among women in primetime in two years. Driven by the success of TOO CLOSE TO HOME, OUTDAUGHTERED, MY 600-LB LIFE, MY BIG FAT FABULOUS LIFE, LONG LOST FAMILY and SKIN TIGHT, the network ended first quarter as the #7 ad-supported cable network in the U.S. among women 25-54 with ratings up nearly 20% in primetime versus a year ago. In April, TLC furthered its multiplatform growth in the U.S. with the launch of a direct-to-consumer "Say Yes" channel on Amazon. Internationally, the network continued to experience strong double-digit audience growth in Germany, Peru, Hungary and Mexico, as well as triple-digit growth in Romania.



DISCOVERY AND EUROSPORT CONTINUE OLYMPIC GAMES MOMENTUM

Less than a year from the Olympic Winter Games in PyeongChang, South Korea, Discovery and Eurosport jumpstarted 2017 with the announcement of several new broadcast partnerships, including with Poland's leading national broadcaster Telewizja Polska. The new agreements cover free-to-air rights for the Olympic Winter Games PyeongChang 2018 and Olympic Games Tokyo 2020 within Poland, as well as in Estonia, Georgia, Iceland, Latvia and Lithuania. The deals retain Eurosport's right to show every moment of the Games on its digital and pay-TV platforms. To drive even greater engagement with a younger and mobile-first audience, Eurosport also struck a new social content production partnership with Group Nine's NowThis, which will act as the social video production arm for Eurosport's Olympic coverage.



DISCOVERY WELCOMES NEW CFO GUNNAR WIENFELS

Discovery welcomed new Chief Financial Officer Gunnar Wiedenfels to the company in April. As CFO, Wiedenfels oversees all of Discovery's global financial functions and strategies, including accounting, treasury, budgeting, tax and investor relations activities. He also serves as a member of the executive team responsible for contributing to the overall strategic direction and execution of the company. Based in New York, Wiedenfels joins Discovery following seven years in executive management roles at ProSiebenSat.1 Media SE in Munich, Germany, where he most recently served as CFO.

OWNERSHIP

Discovery Communications is traded on Nasdaq under the symbols: DISCA, DISCB and DISCK.

FOR MORE COMPANY UPDATES, VISIT: WWW.DISCOVERYCOMMUNICATIONS.COM

DISCOVERY AND PROSIEBEN PARTNER FOR JOINT VENTURE

Discovery Communications announced in April a joint venture partnership with German market leader ProSieben to create a new ad-based video on demand (AVOD)/SVOD service, offering content from both companies' free-to-air channels with intentions to add additional media partners and broaden the product offering in the future.

UPFRONT SEASON UNVEILS UPCOMING PROGRAMMING AND NEW DIGITAL OFFERINGS

Discovery kicked off its 2017-18 Upfront season in March at a press breakfast in NYC, unveiling a diverse slate of upcoming programming, including a reboot of Emmy Award-winning hit series CASH CAB, as well as new digital content offerings and initiatives including the company's third Amazon channel, "Say Yes," featuring more than 500 hours of wedding-themed content. In-house agency meetings in Chicago, NYC and LA in March and April offered clients an up-close and personal look at Discovery's custom ad solutions built on measurement and analytics across all platforms.

DISCOVERY COMMUNICATIONS INVESTS IN PLAY SPORTS GROUP

In February, Discovery Communications took a 20% stake in, and seat on, the board of Play Sports Group, the digital sports media company behind Global Cycling Network and Global Mountain Bike Network. As of January, Play Sports Group reached more than 20 million cycling fans across YouTube, Facebook, Instagram and Snapchat. The deal further bolsters the content offering of Eurosport's digital business, which includes Eurosport Player and Eurosport.com.



TLC'S SAY YES TO THE PROM WRAPS SIXTH YEAR, BIGGER AND MORE IMPACTFUL THAN EVER

TLC's sixth annual SAY YES TO THE PROM initiative helped make prom dreams come true for more than 1,000 deserving high school students this year with events in five cities. The program was more impactful than ever before with the help of TLC's Monte Durham, Macy's, Men's Wearhouse, AT&T, the Emma Bowen Foundation and the Will & Jada Smith Family Foundation, among others. In addition to new scholarship and internship opportunities for students, the program also introduced its first-ever SAY YES TO THE PROM line of dresses and jewelry, which can be found exclusively at Macy's, online and in-store.

U.S. NETWORKS (MILLIONS)

Viewers

Discovery Channel	91
TLC	89
Animal Planet	88
Investigation Discovery	84
OWN: Oprah Winfrey Network	77
Velocity	71
Science Channel	68
Discovery Family Channel	61
American Heroes Channel	53
Destination America	52
Discovery Life	46
Discovery en Español	6
Discovery Familia	5

INTERNATIONAL NETWORKS (MILLIONS)

Viewers

Discovery Channel	356	Frisbee	25
Animal Planet	265	Giallo	25
TLC	260	K2	25
Investigation Discovery/ID Xtra	161	Nove	25
Eurosport 1	149	Discovery Real Time	25
Discovery Kids	120	Discovery HD World	24
DMAX	103	DKISS	15
Discovery Science	102	Shed	12
Discovery Turbo/Discovery Turbo Xtra HD	96	Discovery HD Theater	11
Discovery Home & Health	75	Discovery History	10
Eurosport 2	70	Eurosport News	6
Quest	68		
Focus	25		

ABOUT DISCOVERY COMMUNICATIONS

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) satisfies curiosity and captivates superfans around the globe with a portfolio of premium nonfiction, lifestyle, sports and kids content brands including Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velocity, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports and Home of the Olympic Games across Europe. Available in more than 220 countries and territories, Discovery's programming reaches 3 billion cumulative viewers, who together consume 54 billion hours of Discovery content each year. Discovery's offering extends beyond traditional TV to all screens, including TV Everywhere products such as the GO portfolio and Discovery Kids Play; over-the-top streaming services such as Eurosport Player; digital-first and social video from Group Nine Media; and virtual reality storytelling through Discovery VR. For more information, please visit www.discoverycommunications.com.



[1] Viewer numbers as of March 31, 2017, according to The Nielsen Company in the U.S. and internal data review and external sources outside of the U.S. [2] Viewer numbers no longer include unbranded programming blocks in China. [3] U.S. Hispanic networks are distributed to U.S. viewers, but are operated as part of Discovery International Networks.