

# GLOBE

A Quarterly Newsletter from Discovery Communications Volume 2, Number 1, May 2009



## FEATURED ARTICLES:



**Hasbro and Discovery Communications Announce Joint Venture for Children's Television Network p. 2**



**Laura Michalchyshyn New Leader of Planet Green p. 2**



**Discovery Commerce Announces Deal To Outsource Its Interactive Business p. 4**

## A Message from David Zaslav



Following a successful 2008, Discovery Communications reported another quarter of strong financial results in the first quarter of 2009, with consolidated revenue increasing to \$817 million and adjusted Operating Income Before Depreciation and Amortization (OIBDA) increasing to \$329 million. These solid results, achieved in the face of a weak macro-economic environment and foreign currency headwinds, speak to the strategic advantages that Discovery enjoys, including the diversity of our revenue streams, the power of our distribution platforms, the quality of our content and the operating leverage we have as a company.

With regard to our distribution platforms, Discovery has taken a number of steps over the past year to unlock the full potential of our emerging networks. With these networks, which reach between 45 and 75 million homes, we are focused on building stronger brands that will resonate more with audiences and provide enhanced performance for our advertising and distribution partners.

To date, Discovery has introduced three new brands as part of this strategy – transforming Discovery Times into Investigation Discovery, Discovery Home into Planet Green, and, of course, our partnership with Oprah Winfrey to turn Discovery Health into The Oprah Winfrey Network by early next year. Last week, in keeping with this strategy, Discovery announced a joint venture partnership with Hasbro to take Discovery Kids Channel to the next level by creating a new brand dedicated to high-quality children's and family entertainment built around some of the most well-known and beloved brands in the world.

Hasbro is a tremendous partner for Discovery in the kids' space, bringing more than 90 years of experience in family entertainment. Their vision to extend Hasbro's established brands and heritage to new platforms and provide new ways for consumers to experience them is in perfect alignment with Discovery's strategy to build stronger brands. We look forward to working with Hasbro to build a great network, and to continuing to position Discovery for long-term growth and success.

David Zaslav is President and Chief Executive Officer of Discovery Communications and serves on the company's Board of Directors.

## Discovery Studios Opens New West Coast Production Facility in Los Angeles

On April 16, Discovery held an event commemorating the opening of Discovery Studios' new West Coast Production Facility in Los Angeles. Carole Tomko, president of Discovery Studios, Discovery Health and FitTV, hosted the event to officially introduce the new facility to members of the Los Angeles production community and to showcase the technology and amenities of the new facility. Discovery Studios is a full-service production house that develops and produces innovative, high-quality original programming in any format for any platform. Discovery Studios is also home to a robust Footage & Music Services division offering an outstanding multimedia library for use in productions around the world.

## Hasbro and Discovery Communications Announce Joint Venture Children's Television Network

On April 30, Hasbro, Inc. and Discovery Communications announced the formation of a 50/50 joint venture to create a television network dedicated to high-quality children's and family entertainment and educational programming built around some of the most well-known and beloved brands in the world. The network is expected to debut in late 2010 on the current Discovery Kids Channel reaching approximately 60 million U.S. homes with programming geared to boys and girls 14 years of age and under.

Programming will be based on well-known Hasbro brands, such as ROMPER ROOM, TRIVIAL PURSUIT, SCRABBLE, CRANIUM, MY LITTLE PONY, G.I. JOE, GAME OF LIFE, TONKA and TRANSFORMERS, among others. The TV network and online presence also will include content from Discovery's extensive library of award-winning children's educational programming, such as BINDI THE JUNGLE GIRL, ENDURANCE, TUTENSTEIN, HI-5, FLIGHT 29 DOWN and PEEP AND THE BIG WIDE WORLD, as well as acquired programming from third-party producers.



## Discovery Channel Launches 40 Hours of New Programming in 30 Days

Throughout April, Discovery Channel launched a compelling roster of new primetime series, specials and returning favorites that revealed the wonder, optimism and thrill of life on the planet. On April 8, returning favorites TIME WARP and MYTHBUSTERS launched their second and seventh seasons, respectively. During their premiere night, April 8, Discovery ranked number one for men 18-49 delivery in primetime among all ad-supported cable networks, and MYTHBUSTERS was the number two program for men 18-49 delivery in all of primetime.

On April 12, the second annual ALASKA WEEK featured special Alaska-themed episodes of DIRTY JOBS and MYTHBUSTERS, and the season launches of OUT OF THE WILD: THE ALASKA EXPERIMENT and DEADLIEST CATCH. New April series included DOING DA VINCI and PITCHMEN, featuring renowned pitchmen Billy Mays and Anthony Sullivan.



## Laura Michalchyshyn New Leader for Planet Green



In March, veteran television and film executive, Laura Michalchyshyn joined Discovery as president and general manager of Planet Green. Michalchyshyn is responsible for all aspects of the creative and business strategy including programming, operations and content development for the brand's multi-platform businesses including the 24-hour television channel and its two robust websites – PlanetGreen.com and TreeHugger.com. Before joining Planet Green, Michalchyshyn held the position of executive vice president and general manager of

Sundance Channel where she oversaw the production of many notable original programs including *Big Ideas for a Small Planet*; *Lazy Environmentalist*; *Iconoclasts*; *Nimrod Nation*, which won a Peabody Award; *Architecture School* and *Live from Abbey Road*. She spent seven years at Alliance Atlantis where she oversaw the production company's dramatic programming division.

## Discovery Familia Ranks as Fastest Growing Spanish-Language Cable Channel

Since launching in 2007, Discovery Familia has been the fastest growing Spanish-language cable channel in terms of distribution, according to the Nielsen Hispanic Coverage Report. Now available in nearly two million Hispanic homes nationwide, the growth of Discovery Familia demonstrates a strong desire within the marketplace for family-oriented Spanish-language programming. The network has added over one million homes

over the last year, far outpacing the gains of any other Spanish-language cable network available. In keeping with its mission, Discovery Familia offers the most Spanish-language preschool programming, serving as a partner to parents by providing developmental tools to help their children preserve their native Spanish language and become life-long learners.



## Discovery Networks Latin America/U.S. Hispanic Receives Multiple Awards

Discovery Networks Latin America/U.S. Hispanic recently received a number of industry awards, including 28 PROMAX & BDA Latin America awards (six gold, nine silver and 13 bronze), considered the highest accolade for broadcast creative professionals in promotion, marketing and design. The group also received nine New York Festival Television Programming and Promotion Awards and four Aurora Awards. Both the PROMAX and BDA Awards are presented to companies and individuals whose work is judged by a panel of promotion and marketing professionals using three measures: overall creativity, production quality and results in achieving marketing objectives. The New York Festival's Television Programming and Promotion Awards honor "The World's Best Work™" in categories such as news, documentary, information and entertainment programming. The Aurora Awards are an international competition designed to recognize excellence in the film and video industries targeting products, programs and commercials that would normally not have the opportunity to compete on a national level, such as non-national commercials, regional or special interest entertainment and corporate sponsored film and video.



## Discovery Launches New Men's Lifestyle Channel "Shed" in UK

On March 20, Discovery Networks UK launched Discovery Shed, the premier UK lifestyle channel with programming exclusively for men. The channel, formerly Discovery Real Time Extra, indulges traditional male hobbies and interests. Bearing the tagline "Get your Hands Dirty," Discovery Shed is quintessentially British and positioned as a place for men to get away from it all, with programming that focuses on four key strands: Build (DIY), Fishing, Turbo and Adventure.



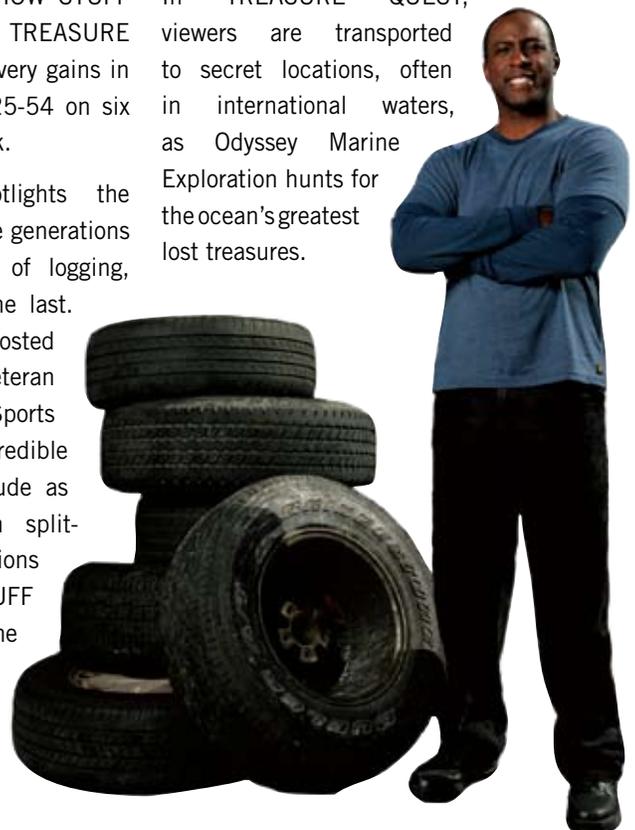
During its first week, Discovery Shed reached 639,000 male viewers, up 23% versus Real Time Extra. Since its debut, Discovery Shed has been outperforming year-ago viewership levels across the entire day, with the 11 p.m. slot experiencing the strongest growth, increasing viewing by +117%.

## Discovery Channel Greenlights New Series for Second Seasons

Several recently launched Discovery Channel series have become steady fan favorites and have been given the green light for a second season. AMERICAN LOGGERS, DESTROYED IN SECONDS, HOW STUFF WORKS, TIME WARP and TREASURE QUEST all contributed to delivery gains in prime for persons and men 25-54 on six out of seven nights of the week.

AMERICAN LOGGERS spotlights the Pelletier family which for three generations has lived a proud tradition of logging, and today they are among the last. DESTROYED IN SECONDS, hosted by Ron Pitts – an eight-year veteran of the NFL and current FOX Sports broadcaster – introduces incredible stories of courage and fortitude as people are confronted with split-second life and death decisions on land, sea and air. HOW STUFF WORKS takes viewers on the incredible journey of goods from the ground to your table, car, closet, medicine cabinet and places you may

have never imagined. TIME WARP uses new technologies and high-speed photography to bring truly never-before-seen wonders into a form that your body can actually process. In TREASURE QUEST, viewers are transported to secret locations, often in international waters, as Odyssey Marine Exploration hunts for the ocean's greatest lost treasures.



## Discovery's Distribution Team Ranks Number One in Two Beta Studies

Discovery Communications received a resounding vote of confidence from its valued affiliate partners in the results of the February 2008 Beta Research Study: Evaluation of Basic Cable Networks Among Cable Operators. For the seventh year in a row, Discovery's Domestic Distribution team was recognized by cable operators as having the number one affiliate sales and marketing team. In addition, Discovery's local ad sales representatives ranked number one in the 2008 Beta Research Local Ad Sales Executive Study, for which results also were released in February. Other top Discovery results in the Cable Operator Study include: number one for helpfulness in selling high-speed internet, high-definition television and/or video on demand services among systems with over 100,000 and 200,000 subscribers; and number one for familiarity with affiliate reps and for affiliate rep competency (percent of operators rating affiliate reps a 4 or 5 on a 5-point scale) among systems with over 100,000 subscribers. In addition, Discovery ranks as the number one network group for best overall marketing support in systems with over 100,000 and 200,000 subscribers. And for the ninth year in a row, Discovery's affiliate website, iPAK, ranks number one on percent of cable providers rating it very good or excellent.



## Discovery Commerce Announces Multi-year Deal To Outsource Its Interactive Commerce Business

Discovery's Commerce division recently announced a multi-year deal to outsource its entire interactive commerce business to Delivery Agent, Inc., the leader in shopping-enabled entertainment. The agreement represents a shift in Discovery's Commerce strategy from an internal operation to a lower risk, royalty-based model. In exchange for royalties, Delivery Agent is handling all of Discovery's direct-to-consumer operations, including hosting and managing the store websites, customer service, merchandising, marketing, product development and fulfillment. Delivery Agent also has launched separate shopping websites for TLC, Animal Planet, Military Channel and Science Channel. The store sites feature home video from the networks' most popular programming and a wider variety of show-based items. The launch of the royalty model represents a significant milestone in Discovery Communications' strategic realignment of its Commerce business. To excel in a dramatically changing commerce environment, since 2007 the company has executed on a plan to reduce risk and costs, streamline operations and increase profitability for its Commerce division. Since that time, the company has closed its 103 Discovery Channel Store retail locations in the U.S.; refocused efforts on online commerce; expanded its product lines sold through mass-market retailers; and outsourced its retail licensing business.

## Discovery Channel Magazine in Asia Wins "Best New Magazine" Award and Moves to 10 Issues Per Year

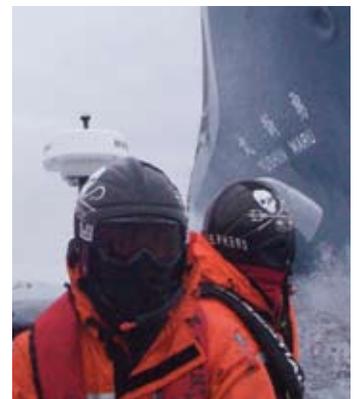
Just a year into its launch, Discovery Channel Magazine clinched the "Best New Magazine" award for titles launched between January 2007 and December 2008 at the inaugural Magazine Publishers Association of Singapore (MPAS)-Pressmart Awards. The awards, held in March, were organized by the MPAS to recognize the best magazine publishing efforts in Singapore. In addition, starting with the April issue, the Discovery Channel Magazine increased its frequency from six to 10 issues per year. With a circulation of 100,000, the Discovery Channel Magazine is currently available in Hong Kong, Indonesia, Japan, Korea, Malaysia, Myanmar, Pakistan, the Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam and Australia, with plans to roll out to other markets in Asia-Pacific.

## WHALE WARS Honored By the Television Academy

Animal Planet's WHALE WARS was honored recently by the Academy of Television Arts & Sciences at the second annual Television Academy Honors, which recognize "Television with a Conscience," achievements in programming that present issues of concern to our society in a compelling, emotional and insightful way.

This year's ceremony recognized eight programs that have had significant impact on the viewing

audience concerning such vital issues as racial integration, adoption, gun control, sexual orientation, the fight against cancer, endangered species, the environment, tolerance and questions of faith. Actress and animal activist Tipi Hedren presented the award to Animal Planet President and General Manager Marjorie Kaplan in Beverly Hills.





## Discovery Communications Posts Ratings Gains Among All Networks in First Quarter

Discovery Communications' portfolio of seven Nielsen-rated networks continued to outpace broadcast and all other non-Discovery ad-supported cable networks in key demographics during the first quarter of 2009 versus the same period a year ago. Overall, Discovery's networks delivered increases of 6% in primetime among P2+ delivery versus 1% among cable and flat among broadcast. In persons 18-49, Discovery Communications was up 5%, while cable was down 1% and broadcast was down 2%. Discovery Communications' fully distributed and emerging networks experienced significant quarter-over-quarter growth in key demos, consecutive monthly wins and best-ever claims.

For Discovery Channel, March marked the sixth consecutive month of year-over-year gains among P2+ and persons, men and women 25-54. Discovery Channel remained a top 10 ad-supported cable network every night of the week among men 25-54 and 18-49. March also marked TLC's sixth consecutive month of year-over-year prime delivery growth among P2+ and households, and seventh consecutive month of year-over-year gains among women 18-34. TLC was a top 10 ad-supported cable network among women. For Animal Planet, March was the eleventh consecutive month of year-over-year growth among men 18-34 and sixth consecutive month among persons and men, 18-49 and 25-54.

Similarly, March marked the fourteenth consecutive month of year-over-year gains for Investigation Discovery, the seventh consecutive month of year-over-year growth among P2+ and households for Science Channel and the eleventh consecutive quarter of year-over-year growth for Military Channel

## AnimalPlanet.com Launches New Pet Destination

In late April, AnimalPlanet.com launched a new 360 pet destination called "The Spot." This online pet community gives pet owners the chance to celebrate their pets and serves as an interactive, one-stop-shop for pet videos, trends and experiences. Four main areas include: The Casting Couch, where viewers can upload videos of their pets in hopes of getting Fido or Tutu cast in an Animal Planet show; Pet Pin-ups, where pet owners can post their pet's picture while competing against pictures from other community members; The Daily Treat, where pet expert Janet McCulley blogs about the latest trends in the pet world; and the soon-to-be launched Battle of the Breeds.

The launch of "The Spot" follows a period of strong

growth for Animal Planet's website. In the first quarter of 2009, AnimalPlanet.com outperformed last year's metrics by double digits in all categories. Monthly unique visitors were up 34% and total visits were up 33% versus year-ago totals. February 2009 was the second best performing month ever in terms of monthly unique visitors and visits.



## Discovery Channel Launches Discovery Kids Weekend Destination for Children in Asia-Pacific

In April, Discovery Networks Asia-Pacific introduced Discovery Kids as a weekend daytime programming block on Discovery Channel in major markets across the region. The one-hour Discovery Kids block launched in Southeast Asia, North Asia, Australia and New Zealand in April and will launch in Japan in July. Discovery Channel launched the Discovery Kids block in India in January.

Featuring engaging content that appeals to children, Discovery Kids aims to stimulate and nurture young viewers' inquisitive minds while encouraging them to explore the world from their point of view. The one-hour Discovery Kids block will air every Saturday and Sunday on the Southeast Asia, Taiwan and Australia/New Zealand feeds at 11 a.m., 10 a.m. and 7.30 a.m., respectively. The half-hour block in India airs every Saturday and Sunday at 11 a.m. The block in Japan is yet to be scheduled but will also air on the weekend.

## Eileen O'Neill Honored as "Wonder Woman" by Multichannel News



TLC President and General Manager Eileen O'Neill was recently honored as one of the 10 most dynamic women from across the cable

industry by leading trade publication *Multichannel News*. As a 2009 "Wonder Woman" inductee, O'Neill was cited for her strong track record throughout Discovery Communications, including 2008's successful launch of the new network Planet Green. She subsequently took the helm at TLC, and, since coming on board, the network has experienced more than six months of ratings growth. As one of Discovery's celebrated "home grown" talents, O'Neill is poised to continue on her superhero track to grow the TLC brand even stronger.

## Discovery Rolls Out New International HD Channels in Latin America, Asia-Pacific and Europe

Discovery Networks Latin America/U.S. Hispanic recently announced the rollout of Discovery HD Theater in Latin America. Discovery HD Theater offers the highest quality factual entertainment from Discovery in immersive, authentic high-definition, seven days a week, 24 hours a day. The network was available to affiliates for the first time in Latin America starting April 15.

In addition, Discovery Networks Asia-Pacific expanded its HD reach with the launch of Discovery HD on the Korea Digital

Broadcasting (Skylife) platform, going live on SkyHD Channel 82 on March 10, and on the SkyCable platform in the Philippines on April 30. Korea was the first market in Asia-Pacific to offer Discovery HD, as a one-hour block in 2005 on Skylife.

Discovery HD also continued to roll out recently across central Europe, including the launch of the channel in Romania and Czech Republic, as well as expanded distribution across Polish and Slovakian markets.



## Discovery Communications and President and CEO David Zaslav Honored Alongside Stella McCartney as 'Forces for Nature' by NRDC

Discovery Communications President and CEO David Zaslav and fashion designer Stella McCartney were honored by the Natural Resources Defense Council (NRDC) with their Forces for Nature award for their remarkable environmental leadership at the 11th Annual "Forces for Nature" benefit. Zaslav was honored for his vision and leadership in creating Planet Green as well as Discovery's 25-year tradition of embracing "green" as a corporate value and developing the highest quality programming that celebrates the wonders of our planet for audiences around the world.



This year's event was hosted by Emmy®-winning actor Alec Baldwin and included a special live *Saturday Night Live Weekend Edition* skit with Seth Myers, as well as a special guest appearance by Sir Paul McCartney, who presented his daughter, Stella, with her award. Zaslav's award was presented by Captains Sig Hansen and Keith Colburn from Discovery Channel's *DEADLIEST CATCH*.

Top Photo: NRDC Chairman Dan Tishman, David Zaslav, Stella McCartney and NRDC President Frances Beinecke. Right Photo: David Zaslav Accepts 2009 Forces for Nature Award with Captains Keith Colburn and Sig Hansen from Discovery Channel's *DEADLIEST CATCH*.

## howstuffworks.com™

### Discovery Channel and HowStuffWorks.com Unveil New Syndication Offerings for Publishers

In April, Discovery Channel and HowStuffWorks.com introduced new syndicated content offerings for online news publishers' websites. Discovery Channel launched a portable widget to fill a growing need on the web for credible science and technology news. HowStuffWorks.com debuted a "Related Topics" feature, which links to contextual content behind the daily news headlines. Both products are powered by NewsGator's Syndication Service.

From cutting-edge medicine and renewable energy to nanotechnology and flying cars, Discovery Channel's portable widget features science and technology news from its award-winning Discovery News service. The new portable widget provides publishers, such as online news organizations, with a turnkey solution to bolster science and technology coverage and engage online audiences. HowStuffWorks.com's new "Related Topics" offering allows visitors to a participating newspaper's or content partner's site to follow related topic links next to a story they are reading and discover articles that illuminate the original story.





## Watch with the World: Ratings Highlights

### Deadliest Catch Reels in Largest Audience in Series History

Discovery Channel's DEADLIEST CATCH captured the largest audience in series history – and the best demographic rating for Discovery Channel since PLANET EARTH in April 2007 – on its season five premiere on April 14. Ranking number one on ad-supported cable among all key demographics, the series was watched by four million persons 2+, exceeding the persons 2+ average for the last season's launch by 23%. With a household rating of 3.0, the DEADLIEST CATCH premiere also had the largest audience in series history across key demographics, including persons 18-49 (2.6 million) and persons 25-54 (2.8 million). DEADLIEST CATCH also came in number four in delivery among men 18-49 on both cable and broadcast networks in primetime, following FOX's "American Idol" and "Fringe" and NBC's "The Biggest Loser."

### RIVER MONSTERS Captures New Ratings Records for Animal Planet



Two spectacular river adventures with Jeremy Wade have turned into two amazing Sunday nights for Animal Planet. The series debut and second episode of RIVER MONSTERS had extreme angler Wade search for a school of man-eating

piranha and killer catfish. The premiere was the network's highest-rated debut, but on Wade's second fishing adventure he surpassed the previous week's record numbers, capturing a killer audience with 1.3 million homes (1.4 household rating) and 966,000 persons 25-54 viewers, making it the network's best-performing, regularly-scheduled prime telecast ever.

A part of Animal Planet's bolder approach to storytelling, RIVER MONSTERS is the ultimate in frightening and breathtaking storytelling. Nearly two million viewers watched the second installment at 10 p.m., outperforming the debut by 39%. With RIVER MONSTERS, Animal Planet placed fourth among men 25-54 and sixth among all of ad-supported cable in terms of persons 25-54 delivery in the 10 p.m. hour. In primetime overall, RIVER MONSTERS ranked among the top 10 cable programs among men 25-54 (#6) and persons 25-54 (#10). The second installment of the series also garnered stunning triple-digit ratings and delivery gains compared to the year-ago timeslot average among all key demographics.

### Discovery en Español Continues to Expand Audience Share in First Quarter

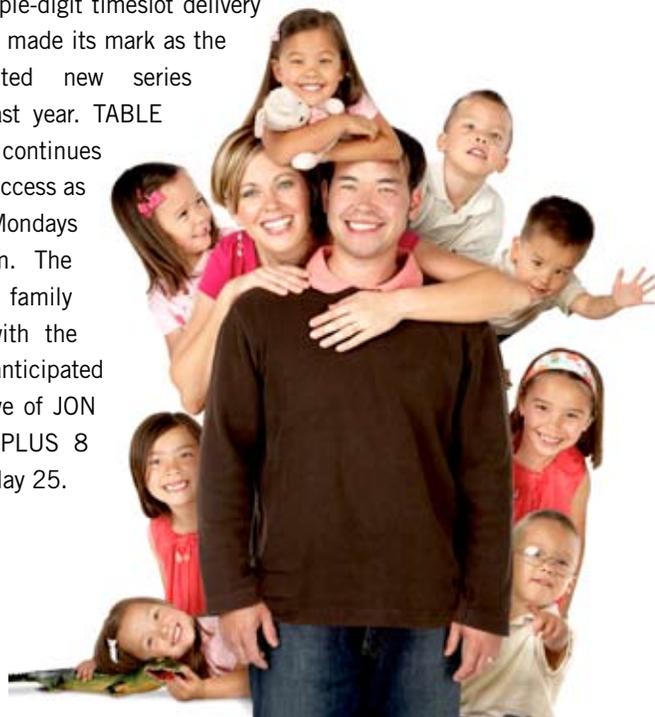
Discovery en Español continued its recent ratings gain with an increase of 23% (Monday-Sunday from 7-11 p.m.) among adults 18-49 in the opening quarter of 2009 over the fourth quarter of 2008. This strong showing was driven by a winning combination of insightful programming and series across genres that resound strongly among viewers and deliver on a need for quality content. First quarter programs that ranked number one in their time period included: A PRUEBA DE TODO, MORDIDAS MORTALES LA VIDA/JESUS, NATURALEZA FERROZ, DESAFI: ALASKA, CLARIVIDENTES, and HISTORIA DE ULTRATUMBA.

### Discovery's Online Content is in Demand

Discovery's online properties have experienced a healthy start to 2009. Video continues to be a driver with first quarter views up 50% over last quarter and 200% over last year. HowStuffWorks.com had its best month ever for both unique visitors and page-views, garnering 16.2 million unique visitors. In addition, ScienceChannel.com posted the largest month-to-month gain in traffic (up 59% in unique visitors and up 19% in page views) and TLC.com saw a spike in unique visitors resulting from the season finale of JON & KATE PLUS 8 (up 26% from February and up 7% year-over-year).

### JON & KATE PLUS 8 Delivers Highest Rated Episode Ever

TLC's pop-culture phenomenon JON & KATE PLUS 8 secured its highest rated episode ever with its fourth season finale on March 23. More than 4.6 million viewers tuned in for the episode, out delivering NBC's Heroes, CW's One Tree Hill, CBS' Two and a Half Men/Rules of Engagement and FOX's 24 in key demographics. The episode led into the premiere of the new series TABLE FOR 12, which in turn posted triple-digit timeslot delivery gains and made its mark as the highest-rated new series in the past year. TABLE FOR 12 continues to be a success as it airs Mondays at 9 p.m. The Gosselin family returns with the highly anticipated season five of JON & KATE PLUS 8 starting May 25.



## Tune In: Programming Highlights

### Seasonal Transformation Spotlighted in Discovery Channel's Epic Six-Part Series, NATURE'S MOST AMAZING EVENTS



Each year, the planet is transformed through some of the most breathtaking natural events across our ecosystem, triggered by seasonal changes on a grand scale. These dramatic natural visual spectacles

are brought to vivid life in a new six-hour high-definition series, NATURE'S MOST AMAZING EVENTS, premiering on Discovery Channel on May 29, 30 and 31. The series is a co-production of BBC and Discovery Channel – the partners that brought to the screen PLANET EARTH, the most lauded natural history series of all time.

NATURE'S MOST AMAZING EVENTS immerses viewers in unique natural phenomena across the globe, dictated by dramatic shifts in seasons, vast climate changes, powerful storms and mighty floods, in greater detail than ever seen before. Each episode spotlights not only changes to the landscape but also the powerful and intimate stories of the animals caught up in them.

Using cutting-edge filming techniques and filmed throughout 2007 and 2008, the series captures remarkable moments in the lives of wildlife, including tiny grizzly bear cubs emerging from their den in snow-covered mountains, baby elephants struggling to survive against drought in Africa, humpback whales hunting as a team, and polar bear families navigating their way on ever-thinning ice.

### Bear Grylls and Will Ferrell Join Forces in a Special Episode of Discovery Channel's MAN VS. WILD Tied to Universal Pictures' "Land of the Lost"

Marking the latest adventure in Discovery Channel's long-running series MAN VS. WILD, Bear Grylls invited actor/comedian Will Ferrell to join him for an extreme adventure in the Swedish hinterland. The early June episode is tied to Universal Pictures' upcoming comedy adventure "Land of the Lost," which stars Ferrell and hits movie theaters on June 5. This special episode of MAN VS. WILD is the most fully integrated to date in an ongoing strategic partnership between Discovery Channel and Universal Pictures to create special shows that tie into opening movies. For the special, Grylls takes Ferrell through the paces of real life survival in the ice-bound mountain and glacier ranges in the far north of Sweden. Armed with only the most basic survival equipment, Grylls briefs his partner on the extreme conditions they'll have to confront over the next 48-hours...and what worst-case scenarios lie in store.

### Discovery Channel Announces Ambitious Three-Part Documentary Series, STEPHEN HAWKING'S UNIVERSE

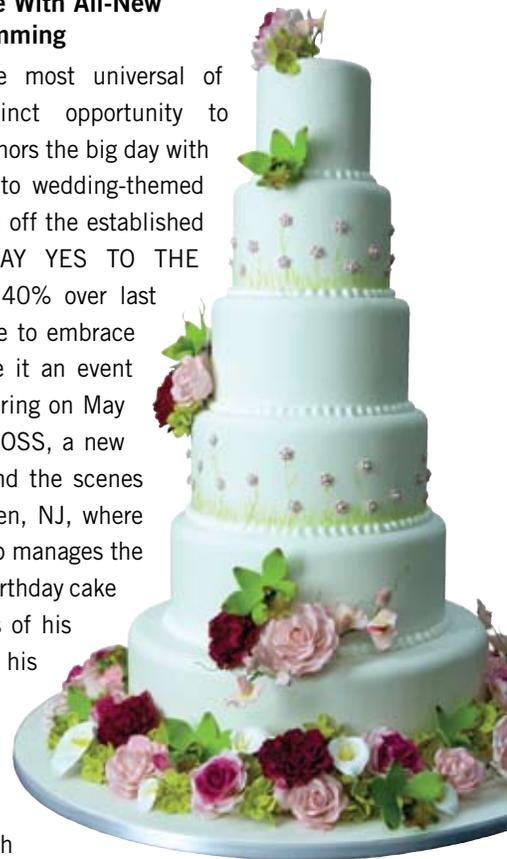
Discovery Channel has commissioned Darlow Smithson Productions, an IMG Media Company, to produce an ambitious three-part documentary series, revealing the wonders of the cosmos to a new generation. STEPHEN HAWKING'S UNIVERSE (wt) will air on Discovery Channel worldwide. A collaboration with Hawking, it will delve into the mind of the world's most famous living scientist and reveal the splendor and majesty of the universe as never seen before. The series, which will use a combination of CGI, live action, archive and visual effects, will bring the world-renowned Hawking's extraordinary vision of the universe to the screen in high definition.

### TLC Walks Down the Aisle With All-New Wedding-Themed Programming

A wedding is one of the most universal of celebrations, yet a distinct opportunity to customize tradition. TLC honors the big day with an expanded commitment to wedding-themed programming that will build off the established success of shows like SAY YES TO THE DRESS – with ratings up 40% over last

year – broadening the genre to embrace all the elements that make it an event worth remembering. Premiering on May 25, TLC serves up CAKE BOSS, a new docu-series that goes behind the scenes at Carlo's Bakery in Hoboken, NJ, where master baker Buddy Valastro manages the ever-growing wedding and birthday cake business with the demands of his staff, who all happen to be his relatives. Also in the works are EAT, DRINK, AND BE MARRIED, featuring the Frungillo family and their successful business, which often handles several weddings

at the same time at their renowned facility in New Jersey; and WEDDED TO PERFECTION, which takes viewers into some of the most elaborately designed events by famed wedding planner Jung Lee and her husband Josh. All of these series take a look at the big world of weddings through different perspectives and distinct experiences, all focused on making each wedding the best one yet. SAY YES TO THE DRESS, currently in its third season, airs Fridays at 10 p.m.





## Tune In: Programming Highlights (cont.)

### Spring is Full of Stars on Science Channel



This spring, big stars in all forms are the focus of Science Channel's programming lineup. In April, the network announced that one of Hollywood's most famous stars, Academy-award winning actor Morgan Freeman, will join the network. Freeman, who is a lifelong space enthusiast, will executive produce, host and narrate *THROUGH THE WORMHOLE*, a major new series about the mysteries of the universe for 2010.

May kicks off with the world premiere of *METEORITE MEN* on May 10, which takes viewers on an adventure with Geoff Notkin and



Steve Arnold to hunt for extremely rare meteorites buried deep within the Earth's surface. The alien rocks the team finds are an invaluable record of the beginnings of our universe. If all goes well, on May 12 the network goes live from NASA's Goddard Space Flight Center in Maryland for coverage of the launch of the Space Shuttle Atlantis. Atlantis' mission will be to repair Hubble – one of the most valuable scientific instruments in history – for the final time. Featuring interviews with expert scientists, Science Channel will examine the mission and Hubble's incredibly valuable legacy.

The stars behind the movie screen take the spotlight on May 26 with the world premiere of *SCIENCE OF THE MOVIES* hosted by Nar Williams. The all-new series explores the always remarkable – yet rarely celebrated – scientific world of visionary artists, innovative technology and remarkable techniques responsible for creating the unforgettable, edge-of-your-seat moments of favorite blockbuster films.

In June, Science Channel's third annual Space Week programming event looks to the future of space and what it will mean for mankind. The world premiere series *EXODUS EARTH* anchors the week, examining the future of mankind in space by exploring the question: what happens when humans can no longer inhabit Earth?



### Discovery Health's BABY WEEK June 14

Who doesn't love babies? Discovery Health's signature event showcases the smallest humans in all their glory with a jam-packed week of baby-related programming beginning



Sunday, June 14 at 8 p.m. With three all-new specials – *TWINS BY SURPRISE*, *DWARF MOM*, *PERILOUS PREGNANCY* (wt) and *EXTREME BIRTHS* – *BABY WEEK* explores the amazing world of babies from every angle. *BABY WEEK* will also premiere the third season of the network hit *DELIVER ME*, a docu-series following the personal and professional lives of Drs. Allison Hill, Alane Park and Yvonne Bohn.

### Animal Planet Rolls Out BEVERLY HILLS GROOMER



A spin-off from Animal Planet's successful first season reality competition series, *GROOMER HAS IT*, *BEVERLY HILLS GROOMER* continues the story of the newly crowned "Groomer of the Year," Artist Knox. Growing up in South Central Los Angeles, Artist found his calling in the unlikely of places: dog grooming. Determined to prove that an underdog can become the top dog in

the grooming industry, he's bringing his infectious charm, signature style and grooming skills – along with his recent winnings – to the ultra chic streets of Beverly Hills. In this 12-part, half-hour, fish-out-of-water reality series, *BEVERLY HILLS GROOMER* documents the trials and tribulations of Artist as he recruits furry and fabulous clients alike, raises funds to open his own shop and hopes to beat the odds of becoming a business success. Armed with his mobile grooming truck, his trusty dog Bumpy by his side and his credo, "one for me, one for free," Artist's ultimate goal is to give back to his community and the dogs that need him most. Can this South Central kid make it in the dog-eat-dog world of Beverly Hills?

## Discovery Education & Community Initiatives

### Discovery Education Launches Discovery Student Adventures

In March, Discovery Education launched its newest program, Discovery Student Adventures. Embodying the sense of imagination and exhilaration found in Discovery Education's classroom services,

Discovery Student Adventures are immersive, educational and inspirational trips uniquely tailored to bring the world to life for students and teachers. In the

summer of 2010, Discovery Education will offer adventure-based international trips for students in grades 5-12, and accompanying teachers, to eight destinations including: the Arctic, Australia, China, Costa Rica, Ecuador and the Galapagos Islands, Italy and Greece, New Zealand and Fiji, and South Africa. Student applications will be accepted beginning May 1, 2009. Discovery Student Adventures employs a unique mix of academics and adventure to bring the Discovery essence to life. Once a student decides to travel with Discovery Education, the journey begins. In the months prior to the trip, students are provided with pre-trip assignments, destination videos and other communications to prepare and excite them for their journey. Teachers also are offered a variety of educational resources, including lesson plans and videos related to each destination to use in their classroom and to engage students traveling with them.

### Ready Classroom Delivers Natural Disaster Emergency Preparedness Information to Classrooms Nationwide

The U.S. Department of Homeland Security's Federal Emergency Management Agency's Ready Campaign, developed in partnership with the Ad Council, has joined with Discovery Education to announce Ready Classroom, an online educational program that will provide elementary and middle school teachers with resources to integrate natural disaster preparedness information into their curriculum. The online resource provides teachers with activities, lesson plans and multimedia tools that teach students how natural disasters work and inspires them to build their own emergency preparedness plans with their families. The site features grade-specific lesson plans (K-8), videos, games, puzzles and bulletin board recommendations. There is also an interactive map where teachers can find state-specific disaster information to share with students, as well as a section for administrators, which includes a checklist to help prepare their schools for emergencies. A "Make a Plan" section links visitors to downloadable resources where they can develop their own emergency preparedness plans.

### Discovery Health and Comcast Join Forces for National Body Challenge Kick-Off Event

Discovery Health and Comcast, brought together by Discovery's distribution group, teamed up to kick-off the 2009 National Body Challenge during an interactive event at the Woodfield Mall in Schaumburg, Ill., near Chicago, in early January. The National Body Challenge is a free, comprehensive fitness and weight loss challenge that provides the tools and inspiration to get in shape, shed extra pounds and adopt a healthier lifestyle. Chicago's event participants got to weigh in and receive on-site assessments, take part in high-energy, fun fitness demonstrations, and get motivated by National Body Challenge TV show participants and experts. Attendees who visited Comcast's booth learned about their video, voice and internet offerings, and entered a raffle for a chance to win National Body Challenge books, yoga mats and water bottles. The event reinforced Discovery Health and Comcast's involvement in the local community, while also promoting a healthier lifestyle.

### Planet Green Partners on Environmental Initiatives

Planet Green partnered with the National Wildlife Federation to promote the organization's Chill Out campaign, the nation's only awards program to inspire and showcase real solutions to global warming on the nation's college and university campuses. The competition is part of National Wildlife Federation's wider effort to foster climate leadership and sustainability on campus and in the surrounding community. Planet Green ran a series of high energy public service announcements on air and online featuring some of the freshest voices in the environmental movement today including WA\$TED! host Annabelle Gurwitch.

### Discovery Channel Global Education Partnership and Chevron Partner to Launch Additional Learning Centers

Discovery Communications and Chevron Corporation are partnering to launch a number of new learning centers as part of the Discovery Channel Global Education Partnership (DCGEP). With support from the Secretariat of Education, a pilot project is set to begin in five schools in Rio de Janeiro in summer 2009. Discovery, Chevron and the Western Cape Department of Education are also partnering to launch learning centers in five schools in townships just outside Capetown. The project will pilot a new locally developed technology called "compjector" – a single unit that combines both a computer and LCD projector in a compact, rugged box. The compjector increases flexibility and access in crowded schools where security can be a challenge.



## A World of Discovery: Facts & Figures

### About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

#### Property Counts

Cumulative Global Subscribers	1.5 billion
Countries & Territories	175
Worldwide Networks	115
Languages	35
Network Entertainment Brands	27

#### Network Subscribers (in millions)

##### U.S. Networks

	As of Mar. 2009	As of Mar. 2008
Discovery Channel	99	97
TLC	98	96
Animal Planet	96	94
Discovery Health	73	67
Discovery Kids	56	49
Science Channel	57	52
ID: Investigation Discovery	53	49
Military Channel	54	50
Planet Green	46	41
FitTV	41	38
HD Theater	25	17
Discovery en Español	8	8
Discovery Familia	3	1

#### International Networks

	As of Mar. 2009	As of Mar. 2008
Discovery Channel	269	258
Animal Planet	233	227
Discovery Travel & Living	173	170
Discovery Home & Health	33	33
Discovery Science	36	35
DMAX Germany/UK	43	42
Discovery Kids	25	25
Discovery Real Time	19	29
People+Arts	22	22
Discovery World	14	14
Discovery Turbo	12	12
Discovery Knowledge	11	10
Shed	8	n/a
Investigation Discovery	8	n/a
TLC Canada	8	8
Discovery HD	4	3
Discovery Geschichte/Historia	3	2
Discovery Civilization	3	3

#### Digital Media Highlights

Discovery's online digital media properties, consisting of 16 U.S. brand destinations, including [Discovery.com](http://Discovery.com), [TLC.com](http://TLC.com), [AnimalPlanet.com](http://AnimalPlanet.com) as well as [HowStuffWorks](http://HowStuffWorks.com), [TreeHugger](http://TreeHugger.com) and [Petfinder](http://Petfinder.com), reached an average of more than 39 million cumulative unique monthly visitors in the first quarter of 2009.

*Subscriber numbers as of March 31, 2009. U.S. figures according to The Nielsen Company and internal data review where Nielsen data is not available. International figures according to internal data review and external sources, where available. In the U.S., Discovery also provides distribution and advertising sales services for Travel Channel and distribution services for BBC America and BBC World Service. U.S. Hispanic networks are distributed to U.S. subscribers, but are operated by and included as part of Discovery International Networks for financial reporting and management purposes. Internet traffic data as of March 31, 2009, according to Omniture, Inc.*



## **LOCATIONS**

### **WORLD HEADQUARTERS**

One Discovery Place  
Silver Spring, MD 20910  
TEL: 240-662-2000

### **DISCOVERY NETWORKS ASIA-PACIFIC**

3 Changi Business Park Vista  
#03-00  
Singapore 486051  
TEL: 65-6510-7500

### **DISCOVERY NETWORKS UK/EMEA**

Chiswick Park Building 2  
566 Chiswick High Road  
London - W4 5YB, England  
TEL: 44-208-811-3000

### **DISCOVERY NETWORKS LATIN AMERICA/U.S. HISPANIC**

6505 Blue Lagoon Drive  
Suite 190  
Miami, FL 33126  
TEL: 786-273-4700

[discoverycommunications.com](http://discoverycommunications.com)