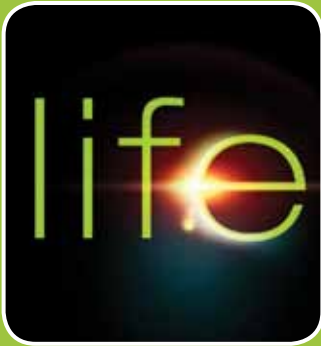


# GLOBE

A Quarterly Newsletter from Discovery Communications Volume 3, Number 2, August 2010



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## A Message from David Zaslav



For the second quarter of 2010, Discovery delivered one of its strongest quarters since becoming a public company nearly two years ago. These results built upon the gains achieved in the first three months of the year, as well as the consistent growth reported in each quarter of 2009, and illustrate Discovery's ability to monetize its content assets in a relatively healthy global advertising climate. This sustained momentum also reflects a focus on execution across our domestic and international portfolios, as well as the operating leverage inherent in our business model.

Last year in the second quarter, Discovery's growth was led by the escalating and predictable affiliate fees that provided durability during a challenging economic period. This year, while this revenue stream continues its solid growth trajectory, it is the power of Discovery's networks and programming, combined with a more robust advertising market, that is driving the company's double-digit growth.

Nowhere is this more apparent than at Animal Planet and Investigation Discovery, which both delivered their best second quarters ever in 2010 on the strength of the strategic investments we have made in content over the past several years. Animal Planet is now a top-30 network with viewership up 10% among its core demographic led by its two highest rated series, RIVER MONSTERS and WHALE WARS. Similarly, ID has moved from the number 49 network for women 25-54 to number 39, and its viewership grew by more than 60% this past quarter.

Going forward, the strength of the programming across our existing networks, the upcoming launches of our joint venture networks The Hub and OWN: The Oprah Winfrey Network, as well as the international rollout of TLC and the steps we have taken to strengthen our balance sheet through the refinancing of debt, are establishing a solid foundation to support future growth, further expand margins and create additional value for shareholders.

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

## TLC Launching Across Asia-Pacific on September 1

TLC's international rollout, which began in Europe in March, moves to Asia-Pacific on September 1, replacing Discovery Travel & Living, and joining sister networks Discovery Channel, Animal Planet, Discovery Science, Discovery HD World, Discovery Turbo and Discovery Home & Health in the region. TLC is one of the fastest growing lifestyle channels in the U.S. and a top-10 network for women 25-54. At launch, TLC will reach 20 countries across Asia Pacific with hit shows from the U.S. including CAKE BOSS, SAY YES TO THE DRESS and LA INK, as well as popular series from Discovery Travel & Living, such as GLOBE TREKKER, GLUTTON FOR PUNISHMENT, BIZARRE FOODS WITH ANDREW ZIMMERN and WORLD CAFÉ ASIA. By 2011, TLC will be available in over 75 countries reaching 100 million subscribers, making it one of the most widely distributed lifestyle channel brands.

## Bill Goodwyn Upped to President, Global Distribution and CEO of Discovery Education



Cable industry veteran and 23-year Discovery executive Bill Goodwyn has been promoted to President, Global Distribution and CEO of Discovery Education. In this newly created role, Goodwyn will be charged with driving value for the company's high-quality content, leading efforts to secure additional carriage for Discovery's 100-plus worldwide networks, and maintaining its leadership position on next-generation platforms including HD, 3D and digital. In addition to his new global distribution charge, Goodwyn will continue to lead all U.S. distribution efforts.

Additionally, as president of Discovery Education since 2007 and now CEO of the division, Goodwyn oversees the award-winning team responsible for driving the business in the K-12 marketplace, where its flagship service Discovery Education *streaming* now reaches more than half of all U.S. schools, over one million educators and 35 million students.

Goodwyn and his team also have driven the expansion of Discovery Education internationally and have built corporate education partnerships with leading companies such as 3M, the Siemens Foundation, the Toyota Foundation, Clorox, CDWG and others that share Discovery's commitment to student achievement. Earlier this year, Goodwyn's team launched the company's first branded travel program, Discovery Student Adventures, featuring teacher-led educational tours around the world.

## Tom Cosgrove to Lead Discovery-Sony-IMAX 3D Network



Discovery Channel Executive Tom Cosgrove has been named President and CEO of the Discovery Communications-Sony-IMAX joint venture 3D television network, which was announced in January. In his new position, Cosgrove now oversees all business and creative areas of the joint venture, with a goal of driving consumer adoption of 3D televisions and giving the network long-term leadership in the 3D home marketplace. He reports to the joint venture's board of directors, comprised of representatives from Sony, Discovery and IMAX.

Rebecca Glashow, Discovery's Senior Vice President of Digital Distribution, oversees distribution for the channel, offering cable and satellite providers the opportunity to bring the next-generation 3D television experience to their subscribers. Amy Carney, President, Advertiser Sales, Sony Pictures Television, leads advertising/promotion sales, and Sony Pictures Television will provide all related advertising sales-related services for the joint venture.

Cosgrove most recently served as Executive Vice President and Chief Operating Officer for Discovery Channel, managing day-to-day operations, including overall business strategy, programming, development and marketing. While with Discovery Channel, he was also responsible for the formation of the Discovery Times Square Exhibition, as well as windowing strategies for all Discovery digital platforms. Prior to that, Cosgrove served as General Manager of Science Channel.

## Discovery Earns Top Marks in Latest Beta Research Studies

Cable and satellite viewers continue to recognize Discovery Channel with top rankings in Beta Research Studies. For the 15th consecutive year, Discovery Channel ranked number one in importance to the enjoyment of satellite service among total adults. Among cable viewers, the network was number one for entertainment. Other Discovery Channel first place rankings included "favorite channel among satellite viewers," a "channel viewers would like to see in HD" (tied) and "having many original programs and series."

Investigation Discovery and Military Channel also earned top rankings in the study. ID ranked number one among female cable viewers age 18-49 and number one (tied) among female viewers in the importance to the enjoyment of satellite service. For the third year in a row, among all cable networks, Military Channel ranked as the number one mid-sized network mentioned as a favorite channel among male satellite viewers.

## Discovery Signs Major Sponsorship Deal with Volkswagen Commercial Vehicles

Volkswagen Commercial Vehicles has signed a 12-month agreement to sponsor action and adventure programming across three of Discovery's UK networks, including Discovery Channel and DMAX. The sponsorship launched in May and will be featured during programs including BEAR GRYLLS: BORN SURVIVOR, DEADLIEST CATCH and STORM CHASERS.





## LIFE Leads Discovery's 16 Primetime Emmy Nominations

Discovery Communications received 16 nominations for the 62nd Primetime Emmy Awards. Discovery Channel's LIFE led with six nominations including "Outstanding Nonfiction Series." LIFE also was nominated in the following categories: "Outstanding Cinematography for Nonfiction Programming," "Outstanding Writing for Nonfiction Programming," "Outstanding Picture Editing for Nonfiction Programming," "Outstanding Sound Editing for Nonfiction Programming (Single Or Multi-Camera)" and "Outstanding Sound Mixing for Nonfiction Programming."



Now in its sixth season, Discovery Channel's highest-rated series DEADLIEST CATCH earned four nominations including its fifth consecutive nod for "Outstanding Nonfiction Series." The series also received nominations in the following categories: "Outstanding Cinematography for Nonfiction Programming," "Outstanding Picture Editing for Nonfiction Programming" and "Outstanding Sound Mixing for Nonfiction Programming."

Other Discovery Channel series earning nominations included DIRTY JOBS with Mike Rowe for "Outstanding Reality Program and Outstanding Cinematography for Reality Programming," MYTHBUSTERS for "Outstanding Reality Programming" and MAN VS. WILD for "Outstanding Cinematography for Reality Programming." Additionally, Animal Planet's WHALE WARS was honored with nominations in "Outstanding Cinematography for Nonfiction Programming" and "Outstanding Picture Editing for Nonfiction Programming."

## Discovery Channel Wins Coveted Best Factual Channel Award in UK



In June, Discovery Channel won Best Factual Channel in the UK Broadcast Digital Awards 2010. It was the first win for Discovery Channel, which bested BBC4, More4, Yesterday and Crime & Investigation Network in the category.

The Judges (made up of senior representatives from the TV industry) cited Discovery Channel for its "deep understanding of its audience," "clear and coherent branding" and "strong offering." They also noted the channels renewed emphasis on UK-originated content, as well as best-of content from Discovery's global content portfolio.

## Discovery Takes Home International Awards

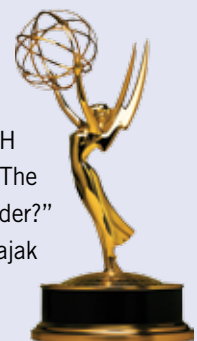
Discovery Networks Asia-Pacific and Europe were both honored recently with Promax/BDA awards recognizing excellence in marketing, design and creative content in the media industry. Discovery Networks Asia-Pacific received 12 awards at the 2010 Promax/BDA International Awards, including one Gold, four Silver and seven Bronze.

Discovery Networks Europe was honored with three distinctions at the Promax/BDA Europe Awards in Lisbon, including a Gold award in the "Best Sales Presentation" category for the Discovery HD Showcase reel, a Silver award for best "On Air Promo Campaign" for Survival Month and Adrian Luca, On Air Production Manager Romania, was awarded the "Red Bee Rocket" award, which is given to talented creative professionals with less than 18 months experience.

Discovery also was recently named Best Broadcaster/TV distributor in Poland in the 12th edition of the "Laur Infotela" contest by readers of the Infotel affiliate magazine. The competition was organized under the patronage of the Council of Electronic Communication, Ministry of Infrastructure and National Broadcasting Council.

## Discovery's CASH CAB Hails Emmy Gold

Discovery Channel's hit game show, CASH CAB won its second Daytime Emmy for "Outstanding Game Show" and host Ben Bailey won his first Daytime Emmy for "Outstanding Game Show Host" at the 37th Annual Daytime Emmy Awards on June 27. CASH CAB beat out popular nominees including "Wheel of Fortune," "The Price is Right," "Jeopardy!" and "Are You Smarter Than A Fifth Grader?" for best show honors. Bailey bested veteran game show hosts Pat Sajak and Alex Trebek as well as Wayne Brady ("Let's Make A Deal") and newcomer Carnie Wilson ("The Newlywed Game") to score his Emmy.





## Discovery Expands Networks in Europe

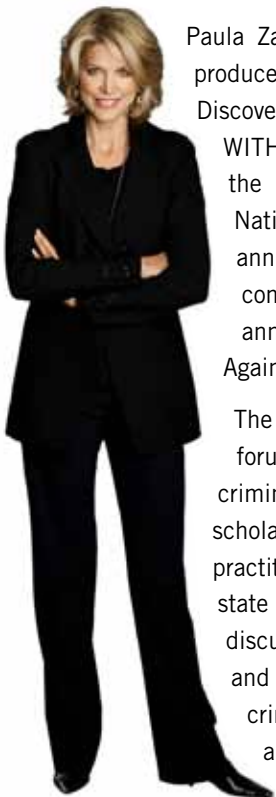
Discovery Networks EMEA has completed the launch of a number of new local channels and customized local feeds across the region over the past several months. Discovery World is now available in 45 countries across the region. Discovery World is designed for viewers with a keen interest in the world and the events that continue to shape it.

Additionally, Discovery launched local advertising sales on Discovery Channel and Animal Planet in Serbia. The launch event was attended by some of Belgrade's most influential media and marketing figures. Also, Discovery launched HD Showcase on Bulsatcom in Bulgaria in May and in June added a dedicated feed of Discovery Channel with dubbed programming and local advertising.

## ID's Paula Zahn Keynotes at National Institute of Justice Conference

Paula Zahn, host and executive producer of Investigation Discovery's ON THE CASE WITH PAULA ZAHN, was the keynote speaker at the National Institute of Justice's annual conference, which commemorated the 15th anniversary of the Violence Against Women Act (VAWA).

The event served as a national forum, bringing together criminal and juvenile justice scholars, policy makers and practitioners at the local, state and federal levels to discuss research, technology and programs affecting criminal justice policy and practice.



## Investigation Discovery HD Joins Verizon FIOS TV Lineup



Verizon announced in July that it has added Investigation Discovery HD to the high definition lineup on its FiOS TV service. Investigation Discovery HD is available on FiOS TV Channel 623. The channel also is available in standard definition on FiOS TV Channel 123.

ID delivered its best performance ever in key demographics during the second quarter of 2010, with household delivery up 56% and delivery among ID's core women 25-54 demographic up 72%. ID has now experienced 29 consecutive months of year-over-year delivery gains among households and the network is the fastest growing cable network with households, people 2+ and people, men and women 25-54.

## Discovery Channel Powers India's Goafest 2010

Discovery Networks India supercharged celebrations at Goafest 2010, India's largest advertising and media festival. The event – which included keynote sessions, panel discussions and an awards ceremony – was attended by over 3,000 international delegates from the advertising and media industry. Discovery Channel sponsored the Discovery Channel India Leadership Conclave, a by-invitation-only event which kicked off Goafest. Titled “2010: Time to Grow,” the forum focused on issues and challenges facing the marketing and communications industry.



The main attraction of Goafest 2010 was Discovery Turbo Racing, a hands-on pedal-to-the-metal racing game. Designed to resemble the Formula 1 racing unit with professional cheerleaders on the side, Discovery Turbo Racing gave wannabe cart drivers a chance to race against each other in two stationary racing cars – and a photo opportunity with the cheerleaders.

## Discovery Strengthens Portfolio in Sri Lanka with Two New Channels

Discovery further strengthened its portfolio in Sri Lanka with the launch of two additional channels – Discovery Science and Discovery Turbo – on Dialog TV, the country's premier DTH operator. With the launch of Discovery Science and Discovery Turbo, Discovery's portfolio in Sri Lanka now includes five channels.



## Discovery Education Advances STEM Education with New Partner Programs



Building on its track record of leadership in the development of science-based education programs and responding to President Obama's call to action to improve science literacy among American students with public/private partnerships, Discovery Education continues to advance STEM (Science, Technology, Engineering and Mathematics) education through several new initiatives with its corporate education partners.

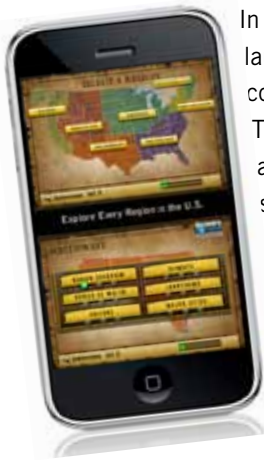
In May, Discovery Education, the Siemens Foundation and NSTA concluded its second annual Siemens We Can Change the World Challenge. The national sustainability competition encourages students to be agents of change by using scientific principles to create a replicable environmental solution to an issue in their local community. Over 13,000 elementary and middle school students competed in this year's Challenge with projects ranging from

reducing lunchtime waste to saving local trees and encouraging eco-friendly gardens. The Challenge expands to high school students this fall with a focus on a global energy-related issue.

Discovery Education and the Siemens Foundation have also partnered to advance professional development for educators in STEM disciplines. Last month, 20 middle and high school teachers from across the country completed the "Siemens Teachers as Researchers" (STARs) program, a two-week research immersion program at Oak Ridge National Laboratory. In August, 50 middle and high school teachers will spend a week in Washington, D.C., where they will be immersed in hands-on STEM professional development at the Siemens STEM Institute.

Finally, in partnership with 3M, Discovery Education has expanded the company's partnership in support of "The Young Scientist Challenge" with the launch of "Science of Everyday Life," an online destination for families that provides unique tools connecting classroom learning with what students interact with every day.

## Discovery Education Introduces U.S. Geography App for iPhone and iPod touch



In July, Discovery Education announced the launch of its first app, U.S. Geography by Discovery Education for iPhone and iPod touch. Through videos, knowledge-based challenges and games aligned to national education standards, Discovery Education's first app immerses students in U.S. geography concepts in a new and exciting way. Designed for middle school students, but fun and informative for all ages, U.S. Geography by Discovery Education features a robust collection of breathtaking videos, interactive gameplay, global competition and sharing.

With multimedia content hand picked by Discovery Education curriculum experts, the app allows users to explore seven U.S. geographic regions (Pacific, Mountain, Southwest, Midwest, Southeast, Mid-Atlantic and New England) across six categories, such as bodies of water, cultures and major cities. The app also features related stories from Discovery News.

Currently available for purchase for \$4.99 from the App Store on iPhone and iPod touch or at [www.itunes.com/appstore](http://www.itunes.com/appstore), U.S. Geography by Discovery Education will be available for the iPad later this summer.

## MYTHBUSTERS Extends Its Reach with Supersized iPad Experience and iPhone App Highlights



With iPad and iPhone madness continuing to sweep the world, Discovery gave fans of technology and science two more reasons to rejoice earlier this year – MythBusters Apps for iPad and iPhone/iPod touch. Both apps deliver a

compelling new way to experience the Emmy-nominated Discovery Channel series on the go.

The MythBusters Apps offer state-of-the-art interactive video experiences, immersive game play and easy integration with Twitter and Facebook, with the iPad app taking advantage of the device's larger screen and innovative Multi-Touch user interface for a wholly re-imagined experience. Appsolute.ly called it "probably the most original TV app to hit the App Store yet." Fans are equally entranced with the iPad app quickly taking its place in the Top 10 Paid and

## Discovery Blog: A New Way to Satisfy Your Curiosity

As part of its continued commitment to harness the power of social media across brands and businesses, Discovery Communications has launched Discovery Blog. The new corporate blog is a media-rich platform for sharing everything from exciting new initiatives to company-defining moments, such as Discover Your Impact Day, the recent day of global public service performed by Discovery employees around the world.



The Discovery Blog is a touchpoint for a wide range of audiences who are looking to dive deeper into the world of Discovery. The blog also connects with visitors and expands its reach through commentability, social media sharing and the Discovery Communications Twitter account, @DiscoveryComm. Visit the Discovery Blog at

## DiscoveryKids.com Launches New Kids Virtual Community and Game

In July, DiscoveryKids.com announced the launch of Seek Your Own Proof, the site's first online, interactive game. Through a thought-provoking collection of story-driven missions and online games, Seek Your Own Proof engages kids in investigating history and science as secret agents. Seek Your Own Proof also will let kids extend their online investigations into the real world with a series of activities based at renowned museums and historical locations across the country, beginning with Discovery Times Square Exposition (Discovery TSX), New York City's first large-scale exhibition center, and the extraordinary King Tut exhibition.

## Animal Planet Partners with Horizon Group USA on Exclusive Crafts and Activity Kits Line

This Spring, Discovery's Licensing division announced a licensing agreement with Horizon Group USA to develop Animal Planet-branded craft and activity kits. Michaels is the exclusive retail launch partner for the product line, which launched in all 1,018 Michaels retail stores and online at www.michaels.com. The program, which is included in the Michaels Kids Summer Camp 2010 program, is supported by an integrated marketing campaign to include in-store signage, in circulars and on Michaels' website. The product line includes 19 assorted SKUs ranging from cast and fossils to paint-by-number and create-your-own gliders. The line also features "color and create" flip books and "stamps 'n' stickers," plus make-your-own kits for birdhouses and bug catching. The items target kids ages 5-11.

## TLC.com Partners with First Response to Launch Web Series



In April, TLC.com kicked-off a new short-form web series, A CONCEPTION STORY: SIX JOURNEYS TO PREGNANCY. Demonstrating an innovative new approach to custom content creation, TLC.com partnered with the First Response® brand, a pioneer in women's health, on this collaborative online partnership to document the lives of six dynamic women on the path to conceive.

The weekly webisodes, which are already driving video streams

and completion rates on par with other network series, follow six women and their families who candidly share their emotional highs and lows of conception via their own video journals. Topics of discussion range from fears about the difficulties of getting pregnant to thoughts on health care and the desire to become a parent. Additionally, TLC.com is featuring a robust community with forums, resources and information to foster support for women trying to conceive, and weekly blog entries to promote mentorship and enable the women to comment on one another's experiences.





## Watch with the World: Ratings Highlights

### DEADLIEST CATCH Nets Record Ratings



Captain Phil Harris's final DEADLIEST CATCH episode "Redemption Day," which aired on Discovery Channel on July 13, drew a record 8.5 million

viewers and delivered a 5.2 rating among the network's core 25-54 audience. DEADLIEST CATCH was the number one program in cable for the night among 25-54 viewers, making it the third highest rated Discovery Channel broadcast of all time, just behind RAISING THE MAMMOTH and WALKING WITH DINOSAURS, which both aired in 2000.

The all new episode of AFTER THE CATCH, which followed "Redemption Day" was the number two primetime ad-supported cable program of the night among 25-54 viewers and the fifth highest rated Discovery Channel broadcast of all time. DEADLIEST CATCH has now been the number one Tuesday night non-sports cable program among persons and men 25-54 for 14 consecutive weeks.

### Discovery's DUAL SURVIVAL Ranks #1 on Friday Nights



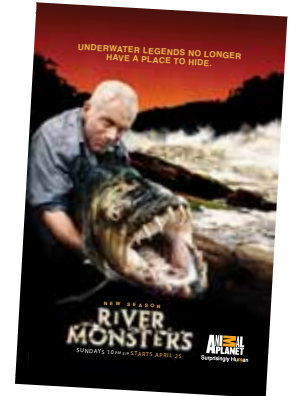
DUAL SURVIVAL, an all new Discovery Channel series following two polar opposite survival experts, ranked number one among men in primetime cable programs on its June 11 premiere

and again on June 25. DUAL SURVIVAL pairs military-trained Dave Canterbury and naturalist Cody Lundin who take on the planet's most unforgiving terrain and show how the right skills and some creative thinking can keep you alive. The hosts are dropped into scenarios that could happen to anyone: marooned boaters, lost hikers, stranded mountain climbers. They are equipped with only the minimal gear that would have been carried in the real-life situations, forcing Canterbury and Lundin to draw upon their arsenal of skills to survive and make it to safety.

### Animal Planet Scores "Surprisingly Human" Ratings

As Animal Planet's new brand ethos "Surprisingly Human" was unveiled this spring, reflecting the strength of returning series RIVER MONSTERS and WHALE WARS, it was accompanied by record-setting viewership. For the second quarter, Animal Planet delivery increased 8% among households and men 25-54, while viewership among people and women 25-54 was up 10% and 12%, respectively. Animal Planet had its best-ever second quarter primetime delivery among people 18-49 and people and men 25-54. The network has now delivered seven straight quarters of year-over-year primetime delivery gains among 25-54 viewers.

RIVER MONSTERS remained Animal Planet's top-performing series ever among all demos, with all seven season two episodes delivering more than 1.5 million viewers. In May 2010, the mystery series hosted by biologist and extreme angler Jeremy Wade helped Animal Planet rank among the top five performing ad-supported cable networks in its timeslot (excluding movies and sports) based on people 25-54 and men 25-54 delivery.



WHALE WARS remained Animal Planet's second best-performing series ever among all demos, with the first four episodes of season three delivering more than 1.1 million viewers, up 7% compared to season two. In June 2010, the series helped the network rank among the top five performing ad-supported cable networks in its timeslot (excluding movies and sports) based on people 25-54, people 18-49 and men 25-54 delivery. The recent premiere, "Stealth Attack" on June 27, was the second most-watched episode ever, with more than 1.3 million viewers, trailing just behind last year's season two finale.

### THROUGH THE WORMHOLE WITH MORGAN FREEMAN Delivers Highest Rated Premiere in Science Channel History

The world premiere of THROUGH THE WORMHOLE WITH MORGAN FREEMAN became the highest rated series premiere in Science Channel history with 647,000 viewers on June 9. The series debut brought in triple-digit ratings increases versus the second quarter 2010 timeslot average.



THROUGH THE WORMHOLE seeks the answers to the big questions: Are we alone? Where did we come from? Is there life on other planets? Academy Award-winning actor and space enthusiast Morgan Freeman executive produces,

hosts and narrates this exploration of the greatest mysteries of the universe. The series brings together the brightest minds and best ideas from the very edges of science — astrophysics, astrobiology, quantum mechanics, string theory, and more — to reveal the extraordinary truth of our Universe. THROUGH THE WORMHOLE picks up where Carl Sagan's "Cosmos" left off, exploring black holes, colonizing the planets, string theory and the new frontiers of what is beyond Earth.

### Discovery en Español Records More Growth

Continuing to build on what could become the network's most watched year ever, Discovery en Español delivered solid performance in the second quarter, posting its highest-ever delivery among households and adults and men 18-49. The network recorded double-digit year-over-year among each of these key demographics.

### Discovery Revs Up Ratings Across Asia-Pacific

According to the latest Peoplemeter results, Discovery Channel was watched by over 132 million viewers each month in the first quarter of 2010 in the Asia-Pacific region, marking a year-over-year increase of more than 18%. Animal Planet and Discovery Travel & Living also delivered double-digit growth in viewership compared to the previous quarter at 33% and 19%, respectively.

Discovery Science, Discovery Home & Health and Discovery Turbo also recorded significant audience gains. Overall, in an average minute during primetime, Discovery Asia-Pacific programs were seen by more than 1.1 million viewers across the region.

### LIFE Pulls in 146 Million Cumulative Viewers in India



The debut of the U.S. hit series LIFE garnered a cumulative 146 million exposures in a month in India, increasing the channel's viewership by 25%. The show registered an

81% higher viewership than Aajtak, India's leading Hindi news channel. The series recorded 92% higher ratings compared to all English News channels, including NDTV 24x7, CNBC and Times Now. Viewers voted the show as more entertaining than movies, increasing its viewership by 51% compared to the entire portfolio of English movie channels, including Star Movies and HBO. It attracted three times the viewership of NGC.

### Australia Delivers Double-Digit Audience Growth

Discovery's primetime audience in Australia increased 24% during the first five months of 2010. The main drivers were significant audience increases for Discovery Channel and Discovery Turbo MAX.

Discovery Channel's ratings increased 16% year-over-year in primetime, driven by strong performance from MAN VS. WILD.

Launched in October 2009, Discovery Turbo MAX currently ranks ahead of factual competitors across multiple key viewer groups. Fueling this performance has been the success of key series such as TRICK MY TRUCK, WHEELER DEALERS and FIFTH GEAR.

### "LA CIENCIA DEL GOL" (The Science of Soccer) Scores in Mexico and Columbia

The Science of Soccer ("La Ciencia del Gol"), an original production that aired on Discovery Channel on May 16 as part of the Discovery Presenta programming bloc, was an overwhelming ratings success. The best results were in Mexico, where Discovery Channel ranked first among men 25-54 and second among all viewers in this demographic. These figures represent 80% and 162% increases, respectively, in these demographic segments compared to last year's ratings. In Colombia, Discovery Channel placed first among men 25-54 and third for the entire 25-54 category. The show also put Discovery in the top 10 for audience ratings in Argentina.



### Discovery Home & Health Captivates Female Audiences in Latin America

The lifestyle channel Discovery Home & Health held its first place rank in audience ratings among Latin American women in the first six months of 2010, making it the undisputed leader in this segment at the pan-regional level. The network showed a 17% ratings increase year-over-year giving it the top spot across the region among women 18-49, the main demographic segment for lifestyle channels. In Brazil, the channel experienced a 9% increase year-over-year, making it the top lifestyle channel in the country. The network's ratings were more than 50% higher than its closest competitors.

### Discovery Kids is the Leading Pay-TV channel in Brazil

Year-to-date, Discovery Kids is the number one network among all pay-TV channels in Brazil, according to ratings company Ibope. With programming that encourages children's natural curiosity and helps them become independent thinkers, Discovery

Kids is also number one among children 4-11 and mothers 25-49. Launched in Latin America in 2006, Discovery Kids' programming grid includes a mix of renowned kids programs, such as THE BACKYARDIGANS, LAZY TOWN and CURIOUS GEORGE, classics such as BARNEY, new innovative series including WORLDWORD, and local co-productions such as FISHTRONAUT.



discovery kids™





## Tune In: Programming Highlights

### SHARK WEEK 2010 Goes High Tech and Educates Audiences About the Plight of Sharks

SHARK WEEK, cable's longest running event, dives in Sunday, August 1, with ULTIMATE AIR JAWS, investigating one of the most rare shark predator behaviors: massive great whites blasting out of the



water at 25 mph to grab seals in mid-air. Ten years ago, Discovery Channel explored this phenomenon with the SHARK WEEK favorite AIR JAWS, but that was before HD. ULTIMATE AIR JAWS goes back to the scene armed with state-of-the-art equipment to capture the behavior in incredible detail.

Using the latest high-speed, high-definition cameras, INTO THE SHARK BITE captures the power of a shark bite from extraordinary angles, ending up literally inside the jaws of sharks. Also in this year's SHARK WEEK, learn how to stay alive with SHARK ATTACK SURVIVAL GUIDE; learn valuable lessons from six people who survived shark attacks in the return of DAY OF THE SHARK; return to the site of 2008 shark attacks in California and Mexico in SHARK BITE BEACH; and take a swim through some of the most jaw-dropping moments from past SHARK WEEK specials in BEST BITES, featuring late night talk show host and comedian Craig Ferguson.

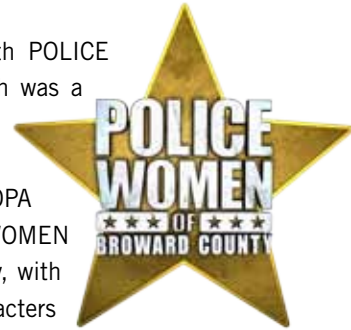
Once again this year, Discovery Channel will educate the public about the plight of sharks around the world through public service announcements. The network is proud to partner with Oceana, Ocean Conservancy and The Pew Charitable Trusts to provide information about the plight of sharks and what people can do to help.

### TLC Turns Fan Favorites into Winning Franchises

In the past year, TLC series have captured audiences' attention, attracting some of the network's best ratings. To continue this momentum, TLC is expanding some fan favorites into fresh franchises that grow the brands everyone knows and loves.

Starting July 30, TLC's Friday night staple SAY YES TO THE DRESS travels down South for SAY YES TO THE DRESS: ATLANTA. Likewise, the network is adding another layer to TLC's most popular program CAKE BOSS, as Buddy Valastro scours the nation to find an apprentice for his bakery in a competition elimination series.

TLC began this franchise endeavor with POLICE WOMEN OF BROWARD COUNTY, which was a huge success for TLC last summer. The idea to expand the series to different cities worked: with franchises in MARICOPA COUNTY and MEMPHIS, POLICE WOMEN became a ratings hit, no matter the city, with each location supplying unique characters and a great atmosphere. With talks of a Dallas franchise, this is arresting television that shows no signs of slowing.



TLC also recently announced the return of AMERICAN CHOPPER and BBQ PITMASTERS – but with new twists. Cult favorite AMERICAN CHOPPER has been resurrected after a public feud between Paul Sr. and Paul Jr. led to TLC canceling the series. It has now been renewed and reworked into AMERICAN CHOPPER: SENIOR VS. JUNIOR. The new format has the same great characters audiences have grown to love, but this time the father and son have dueling shops and an ongoing battle to see who deserves the top spot. BBQ PITMASTERS changed its format and is now a barbecue competition series, pitting contestants against each other as they compete for the biggest prize in competition barbecue history!

### Animal Planet Visits THE GREAT RIFT VALLEY in August

Showcasing stunning natural history has long been a tradition for Animal Planet and, in August, the network visits one of the most breathtaking and wild landscapes in the world taking viewers into the heart of the THE GREAT RIFT VALLEY (wt) on August 22.

Visible from space, the Great Rift is a crack in the Earth's crust that stretches almost 4,000 miles from the Middle East to Mozambique in southern Africa. The violent geological forces that created the Great



Rift gave rise to fiery lakes of lava, ice-capped mountains and vast lakes. Known as the "cradle of humankind," this spectacular land also gave birth to animals and plants found nowhere else on Earth.

With features as diverse as the spectacular coral reefs of the Red Sea, the majestic snow-capped Mt. Kilimanjaro, the rain-soaked flanks of the Ruwenzoris to the vast plains of the Serengeti, the Great Rift is rich with biodiversity. Take a journey of discovery through this extraordinary land and the remarkable animals and plants that thrive in THE GREAT RIFT VALLEY.

## Attitude Is Unleashed as PIT BOSS Returns on Animal Planet



Animal Planet's supersized Shorty Rossi, also known as the PIT BOSS, is back for much-anticipated new episodes Saturdays beginning July 17. And this summer, Shorty and crew are raising the stakes and upping their game. Determined to take his talent company Shortywood to the next level and support his ever-expanding pit bull awareness operation, Shorty is putting more demands on himself and his staff to raise money and save even more dogs.

The adventures are full speed ahead and packed with drama as Shorty's love and devotion to pit bulls becomes more evident as PIT BOSS delves deeper into his rough past and time in prison.

His deeply emotional connection to these particular dogs is what drove him to turn his life around and now, armed with a tough-as-nails attitude and a big heart, Shorty and his crew will do everything in their power to dispel the common misconceptions that are often associated with little people and the lovable, "underdogs" known as pit bulls.

## Investigation Discovery Launches Independent Documentary Strand, ID FILMS

# ID | Films

In June, Investigation Discovery announced ID FILMS, a new outlet for independent documentary filmmakers. The first ID FILMS quarterly special is CROPSEY, a spine-tingling documentary that peels back the layers of fact and fiction behind one of New York's most disturbing unsolved mysteries.

When filmmakers Joshua Zeman and Barbara Brancaccio uncover the cases of five children who went missing on Staten Island, they realize the cautionary tales of their youth may have been true.

In the documentary, Zeman and Brancaccio delve into the mystery surrounding the missing children and the real-life boogeyman linked to their disappearances. CROPSEY makes its world television premiere on August 13.

The second 2010 title for ID FILMS is the world television premiere of Roger Weisberg and Vanessa Roth's riveting film NO TOMORROW, which explores the role of media in the criminal justice system and provides a contemporary commentary on the use of the death penalty in the United States, one of the only developed nations still to use capital punishment. The film will air on ID on October 8 under the title FINAL JUDGMENT.

## DISCOVERY: Our Impact Making a Difference

On June 18, in celebration of Discovery's 25th Anniversary, Discovery employees around the world came together as one in an unprecedented way to harness the collective power and passion by giving back to the planet that has given so much to Discovery.

On "Discover Your Impact Day," over 3,000 employees around the globe honored founder John Hendricks' vision by making a positive impact on the world.

Employees at more than 40 offices, in over 20 countries spanning five continents spent the day volunteering in nearly 150 different projects in partnership with local parks, schools and nonprofits.

Among other activities, Discovery employees collectively cleaned 35 parks and beaches, painted 15 schools and community buildings, prepared meals and organized donations at 26 shelters providing care for children, orphans and animals, and much more.

Due to the tremendous success of the event, the company's global employee volunteer day will become an annual event – plans are already underway for Discover Your Impact Day 2011!





## 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 180 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, Investigation Discovery, Planet Green 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	180+
Worldwide Networks	120+
Languages	40
Network Entertainment Brands	28

### Network Subscribers (in millions)

#### U.S. Networks

	As of June 2010	As of June 2009
Discovery Channel	100	99
TLC	99	98
Animal Planet	97	96
Discovery Health	76	73
Science Channel	67	57
Investigation Discovery	63	54
Discovery Kids	59	60
Military Channel	57	54
Planet Green	56	54
FitTV	54	49
HD Theater	34	26
Discovery en Español	7	7
Discovery Familia	3	1

### International Networks

	As of June 2010	As of June 2009
Discovery Channel	281	271
Animal Planet	247	237
Discovery Travel & Living	179	176
DMAX Germany/UK	44	43
Discovery Science	42	40
Discovery Home & Health	39	34
Discovery Kids	30	27
Liv	22	n/a
Discovery World	18	16
Discovery Real Time	15	19
Discovery Turbo	16	14
Discovery HD	13	6
Investigation Discovery	12	8
Discovery Knowledge	10	11
Shed	9	10
Quest	9	n/a
TLC Canada	8	8
Discovery Civilization	5	3
Discovery Historia	1	1
TLC	1	n/a

### 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), attracted an average of more than 23 million cumulative unique monthly visitors.

*Subscriber numbers as of June 30, 2010. 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. 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 from January 1 to June 30, 2010, according to comScore, Inc.*



GLOBE

# Happy SHARK WEEK

STARTING SUNDAY AUG 1ST 9P<sup>ET</sup>



## 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  
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Twitter: @DiscoveryComm

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

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