



Discovery
Channel



DISCOVERY CHANNEL

Discovery Channel, the United States' largest cable television network, is the nation's premier provider of high-impact, real-world entertainment, offering a signature mix of programming focused on adventure, science, exploration, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape our world. Viewers are placed in the action and shown the most unfiltered view of the deepest depths of the ocean and the highest mountain peaks. Fringe and daytime programming continue to provide the ever popular glimpse into real life as well as forensics. Discovery Networks, US, a unit of Discovery Communications, Inc, operates and manages Discovery Channel.

NETWORK PROGRAM FORMAT

Local Avals:	2 minutes per hour
Times:	2 - one minute breaks floating within the hour
Insertion Hours:	9am-10am Summer Months Only 10am-3am ET/PT Monday -Friday 9am-3am ET/PT Sat-Sun

NETWORK INFORMATION

Subscribers:	92.5 million <small>Source: NHI Universe Estimates, February 2007</small>
Service Type:	Basic
Satellite Feed:	Dual
Launch Date:	June 1985
Ownership:	Discovery Communications, Inc.

BENEFITS TO ADVERTISERS

Discovery Channel creates the highest quality TV and media, inspiring audiences by delivering knowledge about the world in an energizing way; evolving a timeless brand for a changing world.

Discovery Channel is the #1 network for quality

- Discovery Channel continues to provide viewers with the excellence they have grown to expect! The network has ranked as the number one Media Brand in Overall Quality for the tenth year in a row and ranked as the number one Television Network Brand in Overall Quality for the fourteenth consecutive year.

Source: Spring 2006 EquiTrend Brand Study by Harris Interactive

- Additionally, this was the seventeenth out of the past eighteen years that Discovery Channel viewers ranked the network #1 in program quality among major networks.

Source: 2006 Beta Subscriber Study- Evaluation of Basic Cable Networks, November 2006

- Discovery Channel remains a favorite destination for viewers as it ranks number one in "High Quality" and places among the top three networks in "Informative", "Distinctive", "Bold/Tries New Things", "One Of My Favorite Channels" and "Less Commercial Clutter".

Source: 2006 Beta Cable Subscriber Brand Identity Study (among nets with 70+ million subscribers)

Discovery Channel is a proven destination for upscale viewers

- Viewers with a HHI of \$75K+ rank Discovery #1 for:

- | | | |
|---------------------------|--------------------------------|--------------------------|
| • High Quality TV | • Offering Something Different | • Attention to Programs |
| • Relevance | • Depth & Range of Programming | • Programs You Can Trust |
| • Innovation & Creativity | | |

Source: Millward Brown, 2006 Imagery Study Base A18+ HHI \$75K+

- Discovery Channel ranks among the top three cable networks on delivery of affluent Adults 25-54 with a household income of \$100K+, \$125K+, \$150K+, \$200K+

Source: Mendelsohn 2006 Affluent Head of Household Survey HHI \$85K+

Discovery Channel offers Advertisers a captivated audience

- Discovery Channel is tied for 2nd among all measured cable networks with viewers who are more likely to remember an advertiser's brand and tied for third in message recall.

Source: IAG 10/1-12/31/06; Cable Prime = M-Su 6P-12M, Base = A25-54

- Discovery Channel has the highest attachment among all cable networks with an Emotional Attachment Index of 165.

Source: 2006 New Media Metrics; Base = A18+



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RESEARCH INFORMATION

VIEWER TARGETED

Persons: 18-49, 25-54

Men: 18-49, 25-54

Women: 18-49, 25-54

VIEWER PROFILE

Base: A18+

	Total U.S.	DSC	Index	Total U.S.	DISC	Index
Median Individual Income	\$34,452	\$38,688	112	\$40,910	\$44,673	109
Median Household Income	\$53,320	\$60,233	113	\$56,823	\$63,674	112
Median Home Value	\$201,967	\$216,750	107	\$206,675	\$217,020	105
% Any College	47.6%	50.7%	1006	47.1%	50.9%	108
Job Title: Owner/Partner	6.6%	7.3%	109	8.8%	9.1%	104
Job Title: Top Management	4.1%	4.6%	111	6.2%	6.6%	106
Job Title: Manager	7.2%	8.5%	118	8.7%	10.1%	116
HHI \$75K+	32.9%	38.3%	116	35.4%	40.9%	115
HHI \$100K+	19.8%	23.1%	116	21.4%	24.4%	114
HHI \$150K+	8.3%	9.5%	115	9.1%	10.2%	112
HHI \$200K+	3.6%	4.1%	115	4.1%	4.4%	107

Source: MRI Fall 2006

VIEWER LIFESTYLE

Tech-savvy viewers with a thirst for knowledge who enjoy being enlightened and entertained as they learn about new things in their constantly expanding set of interests.

Electronics (Base: A25-54)	Index	Auto (Base: A25-54)	Index
Own a PDA	134	Bought a new auto/last 12 months	113
Own a projection TV set	120	Spent \$30,000+ on an auto	112
HH owns a home theater/entertainment system	119	Own a luxury vehicle	112
Spent \$2,000+ on a personal computer	115	Bought premium/super gasoline/last 12 months	111
Own an HDTV	112	Service your own vehicle	111
Telecommunications (Base: A18-49)		Tech-Savvy (Base: 18+)	
Cell phone has a PDA combination feature	120	"I enjoy reading about new technology products"	117
Monthly cell phone bill is \$100+	116	"I'm fascinated by new technology"	111
Own 3+ cell phones in HH	110	"I'm willing to pay more for top quality electronics"	110
Restaurants (Base: A18-49)		Video Games (Base: Men 18-34)	
Eat at a casual dining establishment		Rented at least two video games/last 30 days	114
7 times/last 30 days	128	Rented a video game/last 30 days	113
Dine out at least twice a week	117		
Dine out once a week	113	Beer (Base: Men 21-34)	
		"Heavy" cordials and liquors drinkers	
Travel (Base: 25-54)		(5+ drinks/last 30 days)	127
Taken two business trips/last 12 months	118	Drink super premium domestic beer	120
Spent 5+ nights in a hotel/last 12 months	112	"Heavy" imported beer drinker (4+ glasses/last 7 days)	118
Spent \$2,000+ on domestic vacation/last 12 months	110	"Heavy" super premium domestic beer drinkers	
Taken 4+ foreign trips/last 3 years	110	(2+ glasses/last 7 days)	115

Source: MRI Spring 2006

DAYPART VIEWING

Please contact Discovery Channel representative directly for information.



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PROGRAMMING INFORMATION

PROGRAMMING GENRES: Biography/History, Entertainment, Lifestyle, Science/Technology

VIEWER TARGETED PROGRAMMING

Please contact your Discovery Channel representative directly for information.

NEW PROGRAMS FOR 2007/POPULAR ESTABLISHED PROGRAMS

1st Quarter 2007

Future 2057
Future Weapons
FutureCar
Expedition Borneo

2nd Quarter 2007

Planet Earth
Building the Future
Deadliest Catch
Expedition Bhutan

3rd Quarter 2007

Shark Week, 20th Anniversary
Raising the Mammoth
Super Storms

Please Note: All schedules subject to change.



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LEADING NATIONAL ADVERTISERS

Please contact your Discovery Channel representative.

NETWORK CONTACTS

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WEBSITE INFORMATION

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