

GLOBE

Volume 3, Number 4, February 2011

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the Fastest Growing Network
on Cable

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**Did You
Know?**

 **Discovery**
COMMUNICATIONS™

{ A MESSAGE FROM }

David Zaslav



Discovery Communications marked its 25th anniversary in 2010 and the company delivered another year of strong growth as we leveraged our deep and diverse slate of quality content across our world-wide distribution platform in a strong global economic environment.

Overall for the year, Discovery delivered consistent and diverse growth, with both domestic and international platforms delivering advertising and distribution increases. The result was a 9% increase in top line revenue and we continued to demonstrate real operating leverage, controlling costs and delivering margin expansion as well as double digit adjusted OIBDA growth.

Importantly, we were able to generate these strong returns while simultaneously positioning the company for the future, by continuing to strategically invest in our content and brands around the globe. Additionally, our strong performance and refinanced balance sheet enabled Discovery to begin returning capital to shareholders with the repurchase of over \$600 million in stock this past year.

Throughout the year, we made significant progress in further developing our next generation of growth engines, including the international rollout of TLC, which was on the air in 26 markets as of the end of 2010 and, in early days, is already the #1 female brand in Poland and across Asia. We also saw strong results at our US emerging networks, including Science Channel and Investigation Discovery (ID), which was the fastest growing network

on cable in 2010 and, in December, broke the 1.0 household viewership mark for the first time.

Finally, in October of last year and January 2011 we successfully launched our joint ventures, The Hub and OWN: Oprah Winfrey Network, with our partners at Hasbro Inc. and Harpo Inc., respectively. And, February 13 will see the debut of 3net, our 3D joint venture with Sony Corporation and IMAX Corporation, on DIRECTV.

*"Overall for the year, **Discovery delivered consistent and diverse growth**, with both domestic and international platforms..."*

2010 was a strong year for Discovery and we are excited about the momentum we are generating across our businesses. Going forward, we will continue to focus on creating the high quality programming that our viewers and business partners are accustomed to while delivering real operating leverage and expanding free cash flow to further build shareholder value.

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



Discovery, Sony and IMAX Unveil 3net – the Next-Generation In-Home 3D Experience

On February 13, 3net, the joint venture television network from Sony Corporation, Discovery Communications and IMAX Corporation made its debut on DIRECTV as the nation's first 24/7 3D network.

Going live at 8:00 p.m. on DIRECTV channel 107, 3net's first night of programming featured world premieres of new, one-hour, native 3D original programs CHINA REVEALED and FORGOTTEN PLANET, in addition to the world 3D television premiere of INTO THE DEEP 3D. Throughout February, the network is offering an unprecedented rollout of

original 3D series and new program debuts every night at 9:00 p.m. ET.

3net will deliver compelling, native 3D content to the marketplace and serve as a critical driver for consumer adoption of in-home 3D entertainment. The partnership's commitment to the emerging 3D market is historic, with plans for the channel to offer viewers the largest library of native 3D entertainment content in the world by the end of 2011.

3net will feature compelling, high-quality 3D content in genres that are most

appealing in 3D, including natural history, documentary, action/adventure, hard travel, history, hyper-reality, lifestyle and cuisine, concerts, movies, scripted series and more.

Titles announced to date include: GHOST LAB and THE HAUNTED from Discovery, IN THE QUBE 3D and MONSTER HOUSE from Sony, SPACE STATION 3D and MAGNIFICENT DESOLATION: WALKING ON THE MOON 3D from IMAX, and original productions JEWELS OF THE WORLD and AFRICA 3D.

TLC Rises to the Top in International Markets

Since launching internationally in March 2010, TLC has posted solid ratings wins in key European and Asian markets, making the network the #1 female channel in Poland, the #1 travel and lifestyle channel across Asia-Pacific and a top 10 network in Norway. Fueled by strong ratings and distribution on track to reach 100 million households in 2011, TLC is well positioned to be a leading global lifestyle and entertainment brand.

After only four months on air, TLC in Poland is the #1 female channel among women 25-49, surpassing the local competition including TVN Style and

Polsat Café. Significant ratings successes are due to breakout performances by key series WHAT NOT TO WEAR, TODDLERS & TIARAS, EMBARRASSING BODIES and STRANGE SEX.

TLC launched across Asia-Pacific in September 2010 and now ranks as the #1 international travel and lifestyle network for persons 25-54. Primetime viewership has increased in several key countries year-on-year including India up 52%, Malaysia up 26% and Taiwan up 12%. In Australia, audience has doubled year-on-year since January 2010. Popular programs in the region include CAKE

BOSS, LA INK, KING OF THE CROWN and WHO ARE YOU WEARING, with the travel and food genres also performing well.

In less than one year on air in Norway, TLC has grown its audience share five fold and is now a top 10 network for women 25-49. Ratings gains have been driven by key series including SAY YES TO THE DRESS, MY SHOCKING STORY, MYSTERY ER and COUPLES WHO KILL.

In the US, TLC reaches 99 million homes and is a top 10 network for women with 31 series averaging over one million viewers in 2010.

{ COVER STORY }

OWN Network

Viewers Welcome Oprah Winfrey to Cable on Her OWN Network

More than 18 million viewers tuned in during the debut week of Discovery's newest network, OWN: Oprah Winfrey Network, which launched on January 1, 2011, in approximately 80 million US homes. A multi-platform joint venture between Oprah Winfrey and Discovery, OWN is designed to entertain, inform and inspire people to live their best lives and has delivered viewership increases since its debut compared to Discovery Health, which it replaced. It also includes the award-winning digital platform Oprah.com.

During its debut weekend, the first two episodes of SEASON 25: OPRAH BEHIND THE SCENES, a series chronicling the final season of "The Oprah Winfrey Show" drew the largest audience for the network. Also scoring big with audiences were ASK OPRAH'S ALL STARS featuring popular Oprah guests Dr. Oz, Suze Orman and Dr. Phil, and MASTER CLASS, where Oprah handpicks some of the most intriguing people of our time to share their stories, insights and lessons from their lives. Featured guests to date have included Diane Sawyer and Jay-Z.

The initial programming slate also included ENOUGH ALREADY! WITH PETER WALSH, IN THE BEDROOM WITH DR. LAURA BERMAN, MIRACLE DETECTIVES, KIDNAPPED BY THE KIDS and the daily daytime series THE GAYLE KING SHOW.

Moving into its second month, OWN debuts

four additional programs in February: SEARCHING FOR..., BREAKING DOWN THE BARS, OUR AMERICA WITH LISA LING and WHAT DO YOU DO? OWN EDITION. SEARCHING FOR... follows the

"A multi-platform joint venture between Oprah Winfrey and Discovery, OWN is designed to entertain, inform and inspire people to live their best lives..."

real-life work of Pam Slaton, a professional investigative genealogist, stay-at-home mom and New Jersey housewife who helps clients search for loved ones. BREAKING DOWN THE BARS follows the dramatic transformation of a group of female prisoners during their time at the Rockville Correctional Facility in Indiana. Investigative journalist Lisa Ling takes viewers along for an in-depth look at some of the most controversial and thought-provoking issues in the United States today, including religious movements, sex offenders, drug addiction and online brides, in OUR AMERICA WITH LISA LING. And, WHAT DO YOU DO? OWN EDITION uses hidden cameras and actors to see how people react when put in provocative situations.

In the coming months, OWN will continue to build its schedule with additional new series and specials, building to the fall when Rosie O'Donnell launches a daily series and Oprah Winfrey closes out the final season of "The Oprah Winfrey Show" and begins OPRAH'S NEXT CHAPTER on OWN.

Eileen O'Neill Named Group President, Discovery and TLC Networks, as Part of Overall US Networks Restructuring

On January 12, Discovery veteran Eileen O'Neill was named to the newly created position of Group President, Discovery and TLC Networks. Discovery Channel President and General Manager Clark Bunting will report to O'Neill, as will newly appointed Group Chief Operating Officer Edward Sabin. Amy Winter has been named as the new General Manager of TLC. As President and General Manager of TLC since 2008, O'Neill led the network to some of the highest ratings in its history. Hit programs developed during her tenure include JON & KATE PLUS

8, 19 KIDS AND COUNTING, SISTER WIVES and SARAH PALIN'S ALASKA, as well as perennial viewer favorites CAKE BOSS and SAY YES TO THE DRESS. She joined Discovery Communications as an intern while working toward her graduate degree in popular culture from Bowling Green State University.

The expanded role overseeing Discovery's two US flagships was part of a larger restructuring of Discovery's US networks that also included the promotion of Marjorie Kaplan to President, Animal

Planet and Science Networks. Science Channel General Manager Debbie Myers will report to Kaplan. Additionally, Henry Schleiff, President and General Manager of Investigation Discovery (ID) and Military Networks, will assume new responsibilities for Discovery's Emerging Networks, Planet Green and Discovery Fit & Health, with Laura Michalchysyn, President and General Manager, reporting to him while the company determines the strongest creative strategy for these networks to realize their full growth potential.



Eileen O'Neill



Marjorie Kaplan

Discovery Pumps Up US Brand Portfolio with Debut of Discovery Fit & Health



With a programming slate that combines the most compelling real-life stories of Discovery Health with the audience-favorite fitness programming of FitTV, Discovery on February 1 rebranded FitTV network to

Discovery Fit & Health. Discovery Fit & Health is available in approximately 50 million homes and found at the channel location occupied by FitTV.

Discovery Fit & Health entertains viewers with gripping, real-life dramas featuring storytelling that chronicles the human experience from the cradle to the grave. Programming features the best of Discovery Health programming, including the hit franchises DR. G: MEDICAL EXAMINER and I'M PREGNANT AND..., 911: THE BRONX and UNTOLD STORIES OF THE ER. Early mornings offer FitTV workout programming, including BODIES IN MOTION with Gilad, NAMASTE YOGA and SHIMMY. The network's schedule also features a number of topical events, including the popular Discovery Health franchises Baby Week, Psych Week, Adventures in Parenting and New Year, New You.

Discovery Commerce Rings in Holiday Season With Increased Sales

Discovery's e-commerce business delivered strong results in 2010. Five million holiday catalogs were distributed to customers across the country and DiscoveryStore.com earned its second highest selling DVD title of all time, LIFE.

The site also introduced a wide range of new fan gear including talking bobbleheads of MYTHBUSTERS' Jamie and Adam and the CAKE BOSS Buddy Valastro, along with a new t-shirt design in celebration of the late DEADLIEST CATCH Captain Phil Harris, which helped to contribute \$300,000 to the Seattle Fishermen's Memorial Fund.

watch with the world:

RATINGS HIGHLIGHTS



STRIKING GOLD WITH VIEWERS ON FRIDAY NIGHTS

Discovery Channel has struck gold with **GOLD RUSH: ALASKA**, television's #1 new series on Friday nights. The series premiered on December 3 to 2.03 million viewers (persons 2+), and the January 21 episode was watched by 3.7 million people (persons 2+), making it the #1 ad-supported cable program among that demographic. It was also the #1 cable program (no exclusions) during primetime among households, persons 25-54, persons 18-49, men 25-54 and men 18-49 delivery.

DOCUMENTARY ON CHILEAN MINERS DRAWS RECORD AUDIENCES

RESCATE IMPOSIBLE: 70 DIAS BAJO TIERRA, an exclusive look at the unprecedented rescue of the 33 miners trapped below the Earth's surface in Chile delivered strong performance for Discovery Channel in Chile, Colombia and Mexico. The October 28 premiere scored a rating of 2.21 in Chile, making Discovery Channel the #1 cable channel among adults in the 25-54 age group, and the broadcast elevated Discovery to second place among all cable channels in Colombia and second among women aged 25-54 in Mexico.

DISCOVERING RECORD GROWTH AND BREAKOUT HITS



Investigation Discovery (ID) ended 2010 as the fastest growing network in television audience and distribution. The network then celebrated this success by ringing in the New Year with unprecedented ratings, breaking the 1.0

household delivery mark on three consecutive nights with **ON THE CASE WITH PAULA ZAHN** (1.01 household on January 9), **STOLEN VOICES, BURIED SECRETS** (1.61 household on January 10) and **NIGHTMARE NEXT DOOR** (1.0 household on January 11) - the highest ratings in ID history.

The **STOLEN VOICES, BURIED SECRETS** debut also cracked the top 10 in all of cable, ranking #7 for people 25-54 and #6 among women 25-54. Now available in 70 million homes, ID has been on a steady upward trajectory since its 2008 launch and now ranks among the top 30 of all ad-supported cable networks. Adding nearly 15 million subscribers throughout 2010, ID was also the #1 distribution gainer in ad-supported cable for 2010.

TOP 10 YEAR IN 2010



In 2010, TLC posted its highest delivery since 2004 among households and persons 2+ and ranked in the top 10 among ad-supported cable delivery among women. During the year, the network had 31 series averaging more than 1 million persons 2+ viewers, including: **SARAH PALIN'S ALASKA**; **SISTER WIVES**; **KATE PLUS 8**; **CAKE BOSS**; **LA INK**; **HOARDING: BURIED ALIVE**; **LITTLE PEOPLE, BIG WORLD**; **CAKE BOSS: NEXT GREAT BAKER**; **TODDLERS & TIARAS**; **WHAT NOT TO WEAR**; **THE LITTLE COUPLE**; **DC CUPCAKES**; **SAY YES TO THE DRESS**; **POLICE WOMEN OF MARICOPA COUNTY**; **STRANGE SEX**; **FREAKY EATERS**; **FOUR WEDDINGS**; and **FABULOUS CAKES**. The network also ushered in high profile projects such as **SARAH PALIN'S ALASKA**, and franchised the already successful brands of **POLICE WOMEN** and **SAY YES TO THE DRESS**, delivering more ratings success.

TLC's momentum continued at the beginning of 2011 with a new Wednesday night lineup that took the ratings crown. New series **MY STRANGE ADDICTION**, the special **EXTREME COUPONING** and the return



of fan-favorite TODDLERS & TIARAS averaged 2.4 million total viewers and fueled TLC to a #1 ranking among ad-supported cable in ratings and delivery among women.

SERVING IT 'CHUNKY' ON THANKSGIVING



PUNKIN CHUNKIN, autumn's annual rite of splat and goo returned in winning style Thanksgiving Night in 2010 with a first-ever simulcast on Discovery Channel and Science Channel. The special delivered more than four million viewers, making it the night's #1 telecast, the highest-rated program

on Discovery since SHARK WEEK'S "Into the Shark Bite" and giving Science Channel its highest rating in network history. In fact, Punkin fever grew so rampant that the word "Chunkin" became a worldwide trending topic on Twitter the night of the premiere.

VIEWERS "LIKE" DISCOVERY'S NETWORKS ON SOCIAL MEDIA



In 2010, Discovery's networks took social media by storm, actively engaging fans through Facebook and Twitter while extending its "social TV" footprint with new platforms and campaigns. Fans flocked to Facebook and Twitter, with the networks ending the year with nearly 24 million "likes" (up 500% year-over-year) across Facebook pages and over 1.3 million followers (up 400% year-over-year) on network

Twitter accounts. Leading the pack was Discovery Channel's MYTHBUSTERS, which now boasts over 3.4 million Facebook fans and nearly 400,000 followers on Twitter.

Recognizing the growing connection between television and social media, Discovery has partnered with entertainment-focused social network GetGlue to encourage live tune-in, supersize social media buzz and reward "superfans." MYTHBUSTERS and STORM CHASERS kicked off GetGlue campaigns with custom stickers for repeat viewing during Wednesday night premieres in October 2010. To further reward superfans, Discovery Channel also offered 10% and 20% discounts at DiscoveryStore.com to viewers who earned various levels of fandom. As of mid-January, Discovery and TLC had drawn over 70,000 check-ins to their programs featuring custom stickers, and Discovery's networks will continue to roll out new campaigns throughout the first quarter.

OVER 1 MILLION PEOPLE LEARN HOWSTUFFWORKS WITH NEW IPHONE APP

howstuffworks.com

Millions of devoted fans are getting smarter every day by visiting HowStuffWorks.com.

Now, they are satisfying their curiosity on the go with the new HowStuffWorks App for iPhone and iPod touch, which debuted at the end of 2010. With over a million downloads in its first several weeks, the HowStuffWorks App served up more than 27 million page views in December and helped deliver the HowStuffWorks podcasts' most successful month ever, with almost 12 million downloads. The ad-supported app, which features more than 30,000 original articles and 2,000 podcasts, has become a favorite on iTunes, recently ranking in the top ten among all free apps and as the #1 Free Entertainment App.

SECOND HIGHEST RATED HISPANIC PAY-TV NETWORK



Discovery en Español delivered its fifth consecutive year of viewership increases in 2010 and was the #2 network Monday through Sunday 7-11 p.m. in all demos among Hispanic pay-TV networks for the second consecutive year. The network delivered a blockbuster 2010 with the highest year on record and double digit growth over 2009 among adults, men and women 18-49. The network also grew 23% year-over-year across households. Discovery Español is available in seven million US households and is the premier factual network for US Hispanic audiences.



tune in:

PROGRAMMING HIGHLIGHTS

ANIMAL PLANET'S DAVE SALMONI EXPLORES FATAL HOT SPOTS WHERE ELEPHANTS, HIPPOS, TIGERS AND HUMANS LIVE MUCH TOO CLOSE FOR COMFORT

In Animal Planet's three-part miniseries *WORLD'S DEADLIEST TOWNS*, Dave Salmoni takes viewers to three deadly spots in the world where animals and people are locked in extreme mortal combat. Stacked back to back February 21 from 8-11 p.m., the miniseries shares intense, real-life scenarios where people are in perpetual fear for their lives. Led by Salmoni, *WORLD'S DEADLIEST TOWNS* transports viewers to remote Indian and African villages, where rogue elephants, killer hippos and man-eating tigers have waged full-on wars - pillaging people's land, eating their food and, in some cases, putting man on the menu.



FISH ON! RIVER MONSTERS RETURNS FOR SEASON THREE

Host, biologist and extreme angler Jeremy Wade returns to Animal Planet on April 10 at 10 p.m. looking to build on the success of season two by seeking out more extraordinary, super-sized fish in *RIVER MONSTERS: SEASON 3*. This international excursion takes Wade through the dark side of watery depths as he engages in a battle of wills with the beasts that lurk in our planet's rivers and lakes. Traveling the globe and risking his life, Wade searches for these mysterious freshwater predators, on a mission to test the myths surrounding these almost supernatural creatures.

INVESTIGATION DISCOVERY KEEPS VIEWERS GLUED TO THE TUBE WITH NINE NEW ORIGINAL SERIES IN FIRST QUARTER

America's fastest growing cable network unveils a fiercely competitive roster in first quarter 2011, which includes nine brand new original series. Kicking off the New Year, Investigation Discovery launched the record-breaking new series *STOLEN VOICES, BURIED SECRETS*, which unravels a mystery from the unique perspective of the victims themselves. January also saw the debut of another freshman series garnering

excellent ratings for ID with *NIGHTMARE NEXT DOOR*, which tells the true stories of crimes that happen in tight-knit communities across America.

First quarter showcases some dynamic new personalities for the network, ranging from crime noir novelist James Ellroy who pens and stars in his own series, *JAMES ELLROY'S LA: CITY OF DEMONS* to "Sopranos" star Steve Schrippa hosting the hitmen series, *NOTHING PERSONAL*, premiering March 9. Additional new series bowing in February and March include *SINS AND SECRETS*, *CUFF ME IF YOU CAN* and *FBI: CRIMINAL PURSUIT*.

In addition to core programming that keeps audiences on the edge of their seat, ID also takes on important initiatives that

shine a light on critical issues that are a part of the fabric of our society. In recognition of the Department of Justice's National Stalking Awareness Month in January, *STALKED: SOMEONE'S WATCHING* premiered on January 24. ID is once again partnering with the National Center for Victims of Crime (NCVC) and their Stalking Resource Center, which helps protect people from becoming stalking victims and aims to raise awareness of the challenges in recognizing and combating stalking.

Finally, to commemorate Black History Month, ID is proud to present *THE INJUSTICE FILES* beginning February 18. This series brings together documentary filmmaker Keith Beauchamp and the FBI's Civil Rights-Era Cold Case Initiative to re-examine unsolved murder cases from the Civil Rights Era in hopes of providing overdue justice to families who have been denied it for decades. This series is produced by the award-winning CBS Eye Productions with Susan Zirinsky, executive producer of *48 Hours*, at the helm.

ANIMAL PLANET SPIES CHARISMATIC POLAR BEARS

On March 10 at 9 p.m. Animal Planet premieres *POLAR BEAR: SPY ON ICE* utilizing spy-cameras to take us closer than ever before to one of nature's largest land dwellers. Using the latest

in spy-cam equipment and capturing intimate and never-before-seen moments, this special allows viewers to share their lives with polar bears as they roam across shifting sea ice, negotiate glaciers, swim between ice flows and hunt for prey, all while focusing on the charismatic and charming attitude of these giant bears.

ANIMAL PLANET TRAVELS COAST TO COAST TO FIND AMERICA'S FEISTIEST FELINES AND CAT FANATICS

This February, Animal Planet will eat, sleep and breathe cats with the series premiere of *MUST LOVE CATS*. Songwriting and cat-loving host John Fulton embarks on a road trip across America to spend time with, and write songs about, the country's most talented tabbies, quirkiest kittens, enthusiastic cat owners and



experts. The six-episode cat quest begins on February 12 at 8 p.m. and continues each Saturday as John makes his way from the deep South to the Pacific coast and back again with numerous pit stops along the way.

TYSON KNOCKS 'EM OUT AT TCA

"The first thing I ever loved in my life was a pigeon. I don't know why...I feel ridiculous trying to explain it," says Mike Tyson, heavyweight boxing legend and star of Animal Planet's upcoming series *TAKING ON TYSON* debuting March 6 at 10 p.m. "Pigeons are a part of my life. It's a constant with my sanity in a weird way; this is just what I do. If I'm lucky enough to die an old man, I'm going to have birds." From the rooftops of Jersey City to the streets of Brooklyn, this six-part series profiles enigmatic Mike Tyson as he reconnects with his roots and returns to his childhood neighborhood to face his next challenge. Tyson's pigeons have provided him with tranquility and escape throughout his

tumultuous life. Now, along with a band of close friends who share his love for these avian athletes, he enters the realm of pigeon racing.

NEW YEAR, NEW SEASONS ON TLC

TLC rings in 2011 with some new seasons of its most popular series. TLC starts to celebrate the Royal Wedding with the return of *SAY YES TO THE DRESS* and a new season of *FOUR WEDDINGS*. And, while Buddy "CAKE BOSS" Valastro may not be baking any masterpieces for the event, you can find him heating things up with *KITCHEN BOSS*, a brand-new daytime cooking series that will showcase Buddy's traditional Italian recipes. *KITCHEN BOSS* premiered January 25 and season four of *CAKE BOSS* premiered January 31. The *POLICE WOMEN* territory expands further with four fierce women fighting crime in Cincinnati in the current

season, and the franchise returns back to where it all began - Broward County - when the next season airs in the spring. Throughout the coming months, TLC's most buzzed-about series return with all-new episodes including *SISTER WIVES*, *HOARDING: BURIED ALIVE*, *TODDLERS & TIARAS*, *STRANGE SEX*, *DC CUPCAKES* and *19 KIDS & COUNTING*.

CHICAGO IS CASH CAB'S KINDA TOWN IN AWARD-WINNING FRANCHISE'S FIRST SPIN-OFF

It's a full hour of 'fare play' as all new episodes of *CASH CAB* with the Emmy® award winning cabbie cut-up Ben Bailey hit the streets Monday, February 14 at 6 p.m. on Discovery Channel followed by series premiere of *CASH CAB CHICAGO* at 6:30 p.m. Second City alum and comedian Beth Melewski steps behind the wheel to host the brand new Windy City edition of everyone's favorite game show-on-the-go.

Discovery Channel and China's State Council Information Office Announce "China Imagica" Partnership

In November, Discovery and China's State Council Information Office (SCIO) announced the launch of "China Imagica," a three-year joint initiative to produce documentaries showcasing China's many unique aspects including her people, places, and things of "magical interest" that inspire awe and wonder. The first two documentaries, CHINA'S MAN MADE MARVELS: ANCIENT BEIJING and MAN MADE MARVELS: REBUILDING SICHUAN, will premiere on Discovery Channel in the Asia-Pacific region in the second quarter of 2011. A third program, CHINA, one of Discovery's first series to be produced in 3D, will premiere on 3net, Discovery's US 3D venture network.

Additionally, as part of the initiative, Discovery's award-winning producers and other world-renowned filmmakers will conduct talks and workshops for Chinese documentary directors and producers to provide hands-on practical experience, and underscore Discovery's commitment to helping develop China's documentary filmmaking industry and uncover local talent.



Discovery Extends North American Programming Deal with BBC and Acquires Full Ownership of International Animal Planet and Liv

In November, Discovery Communications and BBC announced a new agreement to extend their long-term North American co-production partnership by two years to 2014. This partnership has produced widely acclaimed global programming events such as LIFE, PLANET EARTH, BLUE PLANET and WONDERS OF THE SOLAR SYSTEM. In addition, Discovery purchased BBC Worldwide's 50% interest in the international joint venture networks, Animal Planet and Liv.

"This new co-production agreement continues Discovery and BBC's award-winning tradition of developing world-class content and acquiring BBC Worldwide's rights to the Animal Planet and Liv channel brands provides Discovery with a strategic opportunity to create additional revenue and growth opportunities for our global business," said Mark Hollinger, President and CEO of Discovery Networks International.

Animal Planet is a global channel brand reaching over 250 million cumulative subscribers in more than 170 markets across Europe, Asia and Latin America. Liv is a general entertainment channel brand reaching 24 million cumulative subscribers in 33 Latin American markets.

Discovery History Launches in the UK

Discovery launched a new brand in the UK on November 7 with the debut of Discovery History, the only channel in the UK dedicated to factual history programming. From the rise of ancient civilizations through to modern history, Discovery History brings the past to life through a combination of gripping storytelling and the latest investigative techniques. Focusing on presenter-led content, Discovery History is the channel where the most compelling and unexpected stories are uncovered and told by the most engaging and enthusiastic storytellers. Since its debut, Discovery History has delivered a 25% increase in ratings as compared to the channel which previously occupied its position in the electronic programming guide.

Discovery Education's Revolutionary Science Techbooks Adopted for Classroom Use in Three States

Discovery Education's revolutionary Science Techbooks, the digital, next generation instructional resources replacing traditional textbooks, have been adopted for classroom use by the Indiana State Board of Education, the Louisiana Board of Elementary and Secondary Education and the Florida State Instructional Materials Committee through their state textbook adoption process. This significant achievement means school administrators in those

states can now choose to purchase Discovery Education's digital services for science instruction instead of static, traditional textbooks.

Each digital edition of the Discovery Education Science Techbook series is built to address individual state standards and serve as the new primary instructional science resource for elementary and middle schools. The dynamic, interactive resources included in each state's edition

mirror the way today's students learn and interact with digital content.

In addition, the Discovery Education Science Techbooks are a substantially less expensive option per student than traditional textbooks, with additional savings for school systems derived from a lack of textbook replacement or inventory costs.

Discovery Employees Harness Their Creativity to 'Create Change'

This past summer, Discovery Communications employees around the world honored Discovery's 25th anniversary with a day of service in local communities on the inaugural Discover Your Impact Day. Building off of that success, in December, Discovery undertook its first pro-bono creative initiative, Discovery Impact: Creating Change. This first of its kind initiative offered another opportunity

for employees to give back to their local community by using their creative and innovative expertise.

Creating Change harnessed the aggregate creative muscle, strategic thinking and generous spirit of the company and helped 40 chosen nonprofit partners with their marketing and communications needs. In December, 200 Discovery employee

volunteers spent 12 hours (10 a.m. to 10 p.m.) working to finalize deliverables for each organization. From social media training to event concepting to promotional materials, websites, pamphlets, PSAs and mission statements, teams of Discovery employees brought their expertise and their "a-game" to the 12-hour marathon event at Discovery's Silver Spring, Md., headquarters.

» DID YOU KNOW?

Discovery Home & Health is the leading women's lifestyle network in Latin America, currently ranking #11 among all cable networks, beating its key competitors Utilisima and GNT.

Discovery Networks Asia-Pacific scored a double win at the Asian Television Awards 2010 in Singapore, taking home the "Cable & Satellite Network of the Year" and "Cable & Satellite Channel of the Year" awards, as well as picking up 17 wins and commendations in the Programming, Performance and Technical & Creative categories.

Discovery Channel President and GM Clark Bunting was honored with a 2011 Lifetime Achievement Award from the The Jackson Hole Wildlife Film Festival.

Discovery Real Time in Italy now ranks as the #1 channel among Women 25-49 (not including key national channels). Real Time, which now reaches more than 17 million subscribers, has grown its distribution fourfold since its launch on free digital terrestrial television (DTT) in September 2010.

Discovery Channel UK was named Best Factual Channel at the highly prestigious Broadcast Awards.

Ad Age recognized **Discovery Digital Media** for its innovation as part of the first-ever Media Vanguard Awards (MVAs) in December. **TLC.com** was recognized for its original, short-form web series **A CONCEPTION STORY: SIX JOURNEYS TO PREGNANCY** in the Best Original Sponsored Web Series category and **HowStuffWorks.com** was also honored for its top-ranked audio and video podcasts.

FACTS & FIGURES

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 discoverycommunications.com.

GLOBAL REACH

Cumulative Global Subscribers.....	1.5+ billion
Countries & Territories	180+
Worldwide Networks	120+
Languages	42
Network Entertainment Brands.....	28

NETWORK SUBSCRIBERS (IN MILLIONS)

US Networks

	As of Dec. 2010	As of Dec. 2009
Discovery Channel.....	100	100
TLC	99	99
Animal Planet	97	97
OWN: Oprah Winfrey Network.....	75	75
Investigation Discovery	70	55
Science Channel.....	67	65
The Hub.....	60	64
Military Channel	57	56
Planet Green	56	55
Discovery Fit & Health	50	53
HD Theater	34	29
Discovery en Español.....	7	7
Discovery Familia	4	3

International Networks

	As of Dec. 2010	As of Dec. 2009
Discovery Channel.....	297	275
Animal Planet	253	239
TLC	142	n/a
Discovery Science.....	59	41
DMAX	46	43
Discovery Travel & Living.....	44	177
Discovery Home & Health.....	41	36
Discovery Kids	33	28
Discovery Turbo	33	13
Discovery Real Time.....	26	19
Liv.....	24	24
Discovery World	18	17
Discovery HD.....	16	6
Investigation Discovery	14	10
Discovery History.....	10	10
Shed	9	9
Quest.....	9	n/a
Discovery Civilization.....	5	4
Discovery Historia.....	1	1

DIGITAL MEDIA HIGHLIGHTS

Discovery's online digital media properties, consisting of 16 US brand destinations, including Discovery.com, TLC.com and AnimalPlanet.com, as well as HowStuffWorks, TreeHugger and Petfinder, reached an average of 22 million cumulative unique monthly visitors in 2010.

Subscriber numbers as of December 31, 2010, according to The Nielsen Company in the US and internal data review and external sources outside of the US. Subscriber numbers include unbranded programming blocks in China, which are generally provided without charge to third-party channels and represented approximately 280 million cumulative subscribers as of December 31, 2010. US Hispanic networks are distributed to US subscribers, but are operated by and included as part of Discovery International Networks for financial reporting and management purposes. Internet traffic data as of December 31, 2010, according to ComScore, Inc.

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