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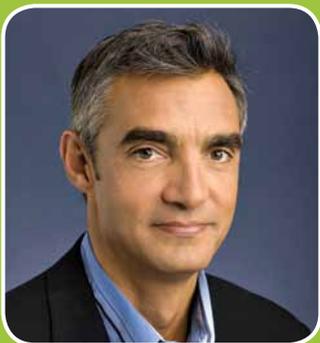
A Quarterly Newsletter from Discovery Communications Volume 2, Number 4, February 2010



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A Message from David Zaslav



The fourth quarter was a strong end to a solid year for Discovery – a year in which the company outperformed on nearly every financial metric. Discovery's strength and sturdiness throughout 2009 reflected our extensive global distribution, the value of our high-quality content, and our focus on delivering real operating leverage. The affiliate fees that Discovery generates around the globe provided consistent resiliency throughout this past year, while the ratings growth across our networks and the value of our unique content enabled advertising to grow despite the weak environment.

During the most difficult economy and foreign currency hurdles in a generation, Discovery's revenue growth, combined with thoughtful cost management and increased operating efficiency, translated into double-digit Adjusted OIBDA and free cash flow growth.

Ratings were strong in 2009 across Discovery's domestic and international channels, with U.S. delivery increasing 8% among key demographics, versus a slight decline for the rest of cable and a 7% decline for broadcast. Similarly, Discovery's international portfolio grew 18% in 2009, reflecting both increased distribution and increased viewership.

Ratings momentum is poised to continue in 2010 with a number of returning series and blue chip specials across all our networks. In fact, ratings in January were up 12% with growth across nearly every single network, giving our brands a strong start to the year. We also will be buoyed by the March premiere on Discovery Channel of LIFE, the successor to the award-winning and hugely successful PLANET EARTH.

As we look to 2010, Discovery remains focused on further monetizing ratings momentum in an improving advertising environment, continuing to strengthen the company's distribution platforms and relationships and, most importantly, delivering the highest quality content to viewers

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

Oprah Winfrey to Narrate Discovery Channel's LIFE

Discovery Channel announced that global media leader and philanthropist Oprah Winfrey will narrate the all-new 11-part series LIFE, set to premiere in March 2010. The series reveals the most spectacular, bizarre and fascinating behaviors that living things have devised in order to thrive. Many of these were captured for the first time using the latest in state-of-the-art high-definition filming techniques. More than four years in the making, filmed over 3,000 days, across every continent and in every habitat, the series presents life as no one has ever seen it before.



Peter Liguori Joins Discovery Communications as Chief Operating Officer



In January 2010, media industry veteran Peter Liguori joined Discovery Communications in the position of Chief Operating Office. Liguori replaced Mark Hollinger, who previously assumed the role of President and CEO of Discovery Networks International.

As COO, Liguori will be a key member of the senior management team with oversight of Marketing, Discovery Studios, Corporate Communications and Corporate Affairs, Business Affairs, and Media Technology, Production and Operations. In addition to his operational responsibilities, Liguori will serve as the lead executive representing Discovery Communications in its joint ventures with Hasbro, Inc., and OWN: The Oprah Winfrey Network. Liguori also will chair Discovery's Content Committee comprised of the U.S. Networks General Managers with a focus on maximizing the value of the company's marketing resources, network portfolio and overall corporate assets.

Most recently, Liguori was President of Entertainment for Fox Broadcasting Company, responsible for all Fox program development and marketing. Prior to assuming that position in 2005, Liguori was President and CEO of News Corp.'s FX Networks since 1998, overseeing business and programming operations for FX and Fox Movie Channel. Under his leadership, over a five-year period, FX grew from an emerging network reaching 39 million homes to a top-five basic cable network reaching more than 84 million homes and recording all-time highs in ratings and revenue. His prior experience also includes several positions in HBO's Home Video Division, including Vice President, Marketing and Senior Vice President, Marketing, where his duties included the creation and implementation of marketing programs for all HBO Home Video product expansion and the development of its programming lineup.

Discovery Communications Announces Multi-Year Science Initiative Supporting Obama Administration Education Priorities

Underscoring its commitment to leading in science-related programming and education, and answering President Obama's call to action to encourage science literacy, Discovery Communications in November announced a new multimedia, multi-year nationwide initiative called "Be The Future." Over the next five years, Discovery will launch a programming block, education curriculum and tools to inspire student learning and careers in the sciences and support the White House's efforts behind science, technology, engineering and mathematics (STEM) education.

A multi-platform initiative, "Be the Future" will be built on two primary Discovery businesses: Science Channel, the only nationally distributed television network devoted to science, and Discovery Education, the leader in digital media for the classroom. It also will include content on other platforms, such as ScienceChannel.com, Discovery Channel and other television and online services. In support of the initiative, DIRECTV also will expand carriage of Science Channel from the Choice Plus package to the more widely distributed Total Choice service.

The cornerstones of Discovery Communications' commitment include a commercial-free science education programming

block for middle school students on Science Channel; specially developed school curriculum and teacher resources from Discovery Education; on-air public service announcements; science competitions; and other activities.



The MythBusters, Jamie Hyneman and Adam Savage, join Discovery Founder and Chairman John Hendricks and President and CEO David Zaslav at the White House.



New Discovery Commerce Strategy Earns Results in 2009

The Licensing arm of Discovery Commerce finished 2009 strong with 35 new licensees, representing products in categories as varied as apparel and toys to pet products, video games and even re-usable shopping bags. Several products received accolades this year, including the Parents' Choice Recommended Award for the Animal Planet DVD game, and the FamilyFun Magazine Toy of the Year Award for the MYTHBUSTERS Weird World of Water science kit. Discovery's retail footprint significantly expanded in 2009, with an array of products now available at major U.S. retailers including Wal-Mart, Target, Kohl's, JCPenney as well as on the QVC network.

Discovery Commerce also expanded in the area of Home Entertainment licensing in 2009, with a broader relationship with Gaiam, Inc., the leading distributor of lifestyle media. With Gaiam, Discovery secured a robust 14-title DVD placement at more than 1,000 Target stores across the U.S., beginning in January 2010, and featuring hit shows from Discovery Channel, Animal Planet and TLC.

With a mix of new national releases and exclusive Target collections, this is Discovery's largest DVD presence ever at a mass merchant.

Additionally, Discovery's E-Commerce business recorded \$1.2 million in sales on CyberMonday (November 30), its biggest day of 2009.

Discovery Communications, Sony and IMAX Announce Plan to Launch First 24/7 Dedicated 3D Television Network in the U.S.

At the 2010 Consumer Electronics Show in January, Discovery Communications, Sony Corporation and IMAX Corporation unveiled a joint venture to develop the first 24/7 dedicated 3D television network in the U.S. The partnership brings together three leaders with an extraordinary collection of award-winning 3D content, technology expertise, television distribution and operational strength to deliver a high-quality three-dimensional viewing experience to home television audiences.



Discovery, Sony, through its U.S. affiliate, Sony Corporation of America, and IMAX each will be equal partners in the joint venture. It will be launched in the U.S., featuring high-quality premium content from genres that are most appealing in 3D, including natural history, space, exploration, adventure, engineering, science and technology, motion pictures and children's programming from Discovery, Sony Pictures Entertainment, IMAX and other third-party providers.

Discovery will provide network services, including affiliate sales and technical support functions, as well as 3D television rights to Discovery content and cross-promotion across its portfolio of 13 U.S. television networks. Sony will provide advertising/sponsorship sales support, and will seek to license television rights to current and future 3D feature films, music-related 3D content and game-related 3D content, while providing cross-promotion at retail stores. IMAX also will license television rights to future 3D films, promotion through its owned-and-operated movie theaters across the U.S., and a suite of proprietary and patented image enhancement and 3D technologies.

Discovery Communications and Hasbro Unveil Children's Network Brand, The Hub



In January, Discovery Communications-Hasbro Joint Venture President and CEO Margaret Loesch unveiled the official brand and logo for the children's network, set to launch in fall 2010. Moving forward, the network will be known as "The Hub" and will reach approximately 60 million homes on what is currently the Discovery Kids network.

The Hub will offer young viewers and their families novel and compelling content, ranging from new comedies and animated adventures to live-action franchises and game shows – all celebrating the core childhood concepts of fun and play. This will include cherished Hasbro properties, including TRANSFORMERS and MY LITTLE PONY, and popular Discovery Kids franchises such as ADVENTURE CAMP and FLIGHT 29 DOWN as a part of a diverse and robust lineup of original and acquired programming. The Hub's online home, hubworld.com, will become an entertainment destination in its own right, offering kids access to video clips, interactive games and community features that extend the experience of the network's content.

Steven Spielberg to Bring REBUILDING GROUND ZERO to Science Channel



In January, Science Channel announced that Academy® Award-winning filmmaker Steven Spielberg will join forces with the network, DreamWorks Television and KPI Productions to create the definitive documentary series about the rebuilding of the World Trade Center site in New York City. Under the agreement, Spielberg will serve as executive producer and creative advisor on REBUILDING GROUND ZERO (working title), a six-part television event set to premiere on Science Channel in 2011.

Science Channel cameras have been granted extraordinary access from the Port Authority of New York and New Jersey and the Lower Manhattan Construction Command Center (LMCCC) to capture the scientifically unprecedented feats of engineering, and incredibly daunting emotions of those working on the site. Each episode of REBUILDING GROUND ZERO (wt) will chronicle one aspect of the entire World Trade Center site rebuilding project from constructing the 1,776-foot tower at One World Trade Center to the astonishing memorials, park, underground museum and state-of-the-art transportation hub being erected at the site.

Discovery News Launches as Dedicated Website

Building on its longstanding commitment to covering the world of scientific and technological advancement, Discovery launched a new dedicated website for its award-winning Discovery News service (www.DiscoveryNews.com) in November. Since 1998, Discovery News has been an industry-leading producer of breaking news, in-depth coverage and analysis of developments in technology, space and earth sciences. Previously a feature within Discovery Channel's website, the new Discovery News brings together video, photos, articles and blogs in a streamlined, easy-to-navigate and dynamic site experience. For news junkies on the go, Discovery News also launched a companion iPhone App featuring the same high-quality, up-to-the-minute coverage and analysis within a multimedia experience uniquely customized for the iPhone.



Paula Zahn and ID Support the Violence Against Women Act

Investigation Discovery's Paula Zahn, host and executive producer of ON THE CASE WITH PAULA ZAHN, moderated a town hall on January 11 at the Department of Justice to commemorate National Stalking Awareness Month. Hosted by Associate Attorney General Tom Perrelli, the event brought together survivors, advocates, law enforcement, judicial officials and victim service providers to discuss stalking behavior, the use of technology in stalking and the intersection between stalking and other crimes such as domestic violence, sexual assault, dating violence and homicide.

The event was preceded by a meeting with Attorney General Eric Holder, Paula Zahn and Henry Schleiff, President and General Manager of Investigation Discovery, who later in the day met with White House officials on how ID can best bring attention to these critical issues. Zahn moderated an

active discussion between the audience and the panel, which included Michelle Garcia, Director of the National Stalking Resource Center; Cindy Southworth, Director of Safety Net: The National Safe and Strategic Technology Project at the National Network to End Domestic Violence; Linda Major, Executive Director of Domestic Violence, and other representatives.



Investigation Discovery's Paula Zahn is joined by Attorney General Eric Holder at a National Stalking Awareness Month event.



Discovery Launches New Channels in Australia

In November, Discovery Networks Asia-Pacific launched new channels in Australia, including its first time-shift channels to accommodate multiple time zones. Discovery Turbo MAX and time-shift channels Discovery Channel +2 and Discovery Turbo MAX +2 launched on FOXTEL and Austar, beginning November 15. Discovery Turbo MAX is the ultimate new performance channel dedicated to man and machine, packed with adrenaline-fuelled entertainment for those who love the thrill of speed! From cars and trucks to bikes and planes, Discovery Turbo MAX lets viewers experience the history and engineering behind the most exciting vehicles on Earth.

Discovery Networks Recognized with Awards in Europe



Discovery Networks EMEA received widespread industry recognition in the final quarter of 2009, winning a number of prestigious awards and titles throughout the region.

Discovery Channel was named Best International Channel in Russia by the National Television Association and the number one media brand in the Netherlands by leading strategic branding agency, Consult Brand Strategy.

In Central Europe, Discovery Networks was presented with the Audience Award at the Festival of Thematic Channels for the second consecutive year in Poland.

The award, judged by affiliate clients, recognizes Discovery's leading performance and high standard of cooperation. Discovery Channel also received the Best Online Project award at the 2009 Internetics Awards in Romania.

In Germany, DMAX was honored with four awards at the 11th Annual Eyes & Ears Awards in Munich, including the headline award, Effectiveness 2009, for its campaign, demonstrating Discovery's standing as leading experts on young men. Other accolades included a Gold CTAM award, five Promax/BDA Africa awards and one Gold Promax UK Award in recognition of creative and marketing excellence.

Discovery Channel Recognized as Top Television Brand in Mexico



Discovery Channel took the top spot in a ranking of the best television channel brands in Mexico, according to a survey of Mexican executives published in October by HSM & Millward Brown. The survey evaluated 408 brands, divided into 23 categories including television. In addition to ranking first in television brands, which included both broadcast and pay-tv channels, Discovery also placed second on the list of most socially responsible brands and came in at number 12 on the list of brands with the most momentum, the only television channel to rank in the top 20 for this factor.

Discovery Networks International Introduces TLC HD in Brazil

In December, Discovery Networks International expanded its portfolio of networks with the launch of TLC HD in Latin America. TLC HD began airing on SKY Brazil, offering the highest quality programming in true high-definition format, 24-hours-a-day, 7-days-a-week. TLC is the third HD channel offered internationally, in addition to Discovery and Animal Planet HD services. The programming on TLC HD will include inspiring content focusing on lifestyle, including JON & KATE PLUS 8, LITTLE PEOPLE, BIG WORLD and TODDLERS AND TIARAS, as well as travel and food shows ANTHONY BOURDAIN: NO RESERVATIONS and BIZARRE FOODS. The schedule also will offer a mix of parenting, home improvement and real-life content.



Discovery Wins Big at Asian Television and Marketing Awards

Discovery Networks Asia-Pacific took home 10 awards at the Asian Television Awards 2009, including the coveted title of Cable & Satellite Channel of the Year. Now into its 14th year, the Asian Television Awards recognizes the region's programming and production excellence. In addition, Discovery Networks Asia-Pacific was recognized in seven categories at the PROMAX/BDA Asia Awards 2009, which recognizes excellence in promotions, marketing, and design of electronic media. Gold awards were received in documentary.

Bear Grylls Hosts Premiere of MAN VS. WILD in China



In October, MAN VS. WILD star Bear Grylls shared his experiences filming in China's vast and varied terrain with attendees at an event celebrating the premiere of the first season of MAN VS. WILD. Grylls had recently completed filming the new season four episode of MAN VS. WILD, shot in China's Hainan province, which will premiere internationally on Discovery Channel in early 2010. At the event, Discovery Networks Asia-Pacific also announced Snow Beer as the title sponsor of MAN VS. WILD in China.

Discovery Channel UK Launches "What Will You Discover Today?" Campaign



In December, Discovery Networks UK launched a new marketing campaign, "What will you discover today?" The campaign was designed to broaden the appeal of Discovery Channel beyond its core factual category by highlighting the full range of programming available on the channel. The campaign included a series of TV brand spots featuring entertaining moments from the Discovery Channel UK catalog, including MYTHBUSTERS, DEADLIEST CATCH, SURVIVORMAN and ONE WAY OUT.

Planet Green Moves to 24-Hour Schedule in 2Q 2010

Planet Green will transition to a 24-hour program schedule in March 2010, evolving from its current eight-hour wheel. To coincide with the creation of traditional day parts, Planet Green will launch its new primetime programming block, *VERGE*. The block will feature new and popular content portraying inspired, passionate characters and stories that are trying to making a difference – the renegades and visionaries who are on the verge of something new, something incredible and often something awe inspiring. The first week of the *VERGE* primetime block will feature nine premiere titles including *FUTURE FOOD* and *WASTED*. Future titles include *BIG CHEF TAKES ON LITTLE CHEF*, *BLOOD SWEAT & TAKE-AWAYS*, *CONVICTION KITCHEN*, *THE FABULOUS BEEKMAN BOYS*, *OPERATION WILD*, *THE WOMAN WHO STOPS TRAFFIC* and *PLANET MECHANICS*.

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green

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Discovery Channel EMEA Joins Research Partnership

Discovery Networks EMEA has partnered with NESTA, The National Endowment for Science, Technology and the Arts, to form a Collaborative Knowledge Partner Platform, an initiative designed to bring global brands together to create ground-breaking insights and innovative ideas. The collaboration, which also includes Microsoft, Diageo, Procter and Gamble and the Royal Mail, will focus on research to provide a complete picture of the changing lifestyles of European men aged 25-39.



Watch with the World: Ratings Highlights

U.S. Networks Deliver Record Ratings in 2009

Across the portfolio, Discovery Communications' U.S. networks delivered exceptional ratings and viewership growth in 2009. For the year, Discovery's networks primetime delivery for persons 25-54 was up 8%, as compared to a 1% decline for non-Discovery basic cable and a 7% decline for broadcast.

Discovery Channel finished the year as a top 10 network across all male demographics, including the number one network for men on Tuesdays and the best year ever for hit series DEADLIEST CATCH, DIRTY JOBS and MAN VS. WILD. Similarly, TLC was a top 10 network in key female demographics in 2009, recording double-digit ratings increases for new and returning series including CAKE BOSS, LITTLE PEOPLE, BIG WORLD, POLICE WOMEN OF BROWARD COUNTY and JON & KATE PLUS 8.

Animal Planet finished 2009 with eight consecutive quarters of year-over-year growth in key demographics, including the two best-performing series in network history, RIVER MONSTERS and WHALE WARS. Investigation Discovery, Science Channel, Military Channel and Discovery Health also had strong years. Investigation Discovery is now the fastest growing network for women 25-54 and Science Channel is the fastest growing non-sports adult network among households.

PUNKIN CHUNKIN Delivers Record Ratings for Science Channel

On Thanksgiving night, Science Channel scored record ratings with the premiere of PUNKIN CHUNKIN 2009. The annual special became the highest-rated program in network history with households, persons 2+ and men. During its timeslot, PUNKIN CHUNKIN 2009 also ranked among the top 10 non-sports and non-movie programs on ad-supported cable, outperforming National Geographic Channel, Travel Channel, MTV, VH1, CNN and FOX News, among others, in key male demographics.

Also in the fourth quarter, the world premiere of SCI-FI SCIENCE: PHYSICS OF THE IMPOSSIBLE, hosted by theoretical physicist and best-selling author Michio Kaku, earned Science Channel the largest persons 25-54 audience in network history for a series premiere, helping Science Channel to its best Tuesday primetime in network history among households and persons 2+.

Discovery en Español Records Fourth Year of Double-Digit Audience Growth

Discovery en Español recorded double-digit growth in key demographic categories in 2009, the fourth year since becoming a measured network in 2005 that it has achieved this level of increase. Out-delivering many sports and youth-driven music networks, Discovery en Español now ranks as the number two Hispanic pay-tv network in the U.S. with 24% more viewership than its nearest competitor.

Discovery Channel UK Increasingly Popular Among Men

The number of men who watched Discovery Channel UK on a daily basis increased 7 and 8% respectively, year-over-year, in key demographics in the fourth quarter of 2009. Over 35% of the top-rated factual programs among key male demographics were Discovery Channel shows. DEADLIEST CATCH, MYTHBUSTERS and HOW IT'S MADE were among of the most popular titles.

JACK THE RIPPER Scores a Hit with UK Viewers

Discovery Networks UK's Jack the Ripper special, which the UK business commissioned locally, was the third most successful title on Discovery Channel in the UK during 2009, following DEADLIEST CATCH and BEAR GRYLLS. Over 240,000 watched the UK premiere of JACK THE RIPPER: KILLER REVEALED in October. The one-off special followed historian Mei Trow as he introduced a powerful new theory about the killer's identity. Pairing hi-tech investigative techniques with old-fashioned detective work, Trow's return to the streets of Whitechapel was a major hit with UK audiences.

SHARK WEEK Makes a Splash in Malaysia

SHARK WEEK took a large bite out of audience share for factual networks in Malaysia with an average rating of 0.20, a 300% increase from the previous year. Reach and average time spent viewing also increased by 66% and 174%, respectively. Discovery Channel Malaysia partnered with Aquaria KLCC in Kuala Lumpur to promote the event with shark trivia and promotional spots promoting a better understanding of sharks. The Sign for My Survival petition was also launched to encourage people to pledge to stop consuming products containing shark fin.

Discovery Channel India Scores with SURVIVING MUMBAI

In commemoration of the first anniversary of the terror attacks in Mumbai last November, Discovery Channel India showcased a special program SURVIVING MUMBAI, chronicling the events of the attack through spine-chilling personal accounts, CCTV footage and actual transcripts of the phone conversations from the people caught in the siege. The program, which premiered on November 26, received rave reviews from business media publications and the program ranked in the top five shows of the week, delivering a 108% ratings increase over the average for the timeslot.

EL CASO COLOSIO Delivers Top Spot for Discovery Channel in Mexico

The premiere of Discovery Channel Mexico's original production, EL CASO COLOSIO, which aired on October 25, drove Discovery Channel to the top spot in Mexico among adults 25-54. Produced over the course of seven months, EL CASO COLOSIO used witness testimony, dramatizations and computer graphics to analyze the background, evidence, motivations and other factors related to the first high-level political assassination in modern Mexican history, the 1994 murder of Luis Donaldo Colosio, Institutional Revolutionary Party (PRI) presidential candidate.

Tune In: Programming Highlights

Landmark 11-Part Series LIFE Debuts on Discovery Channel



From the makers of PLANET EARTH and narrated by global media leader and philanthropist Oprah Winfrey, the epic television series LIFE is the definitive exploration of our planet's living things and their spectacular, bizarre and fascinating behaviors. A BBC and Discovery Channel co-production, the 11-part natural history series premieres on Discovery Channel on Sundays from March 21 through April 18, with two episodes from 8-10 p.m. each night.

More than four years in the making, with over 3,000 days of filming in the field, LIFE spans every continent and every habitat. Each episode focuses on a different animal or plant group, engrossing viewers with never-before-seen behaviors using the latest in state-of-the-art high-definition filming techniques. From strange creatures, such as the star-nosed mole that hunts underwater using bubbles to smell its prey, to grand spectacles, like millions of fruit bats darkening the Zambian sky, each episode tells mind-blowing stories of survival with drama, humor and suspense.

The premiere episode of LIFE, Challenges of Life, provides an overview and sets the stage for the ambitious series. A special Making Of episode caps the series and tells the incredible stories of the dozens of men and women who spent days, weeks and months patiently waiting for a perfect shot. Other episodes showcase Birds, deep sea marine invertebrates (Creatures of the Deep),

Fish, hunting mammals (Hunters and Hunted), Insects, Mammals, Plants, Primates, and Reptiles & Amphibians.

TLC to Premiere New Series, ADDICTED

In March, TLC will premiere ADDICTED, a one-hour docu-series following the lives of individuals struggling with addiction as they work with interventionist Kristina Wandzilak. Each episode will take viewers on the unpredictable journey of recovery and the harrowing struggle to become sober.



Six episodes have been ordered and will premiere in March only on TLC. ADDICTED will demonstrate the debilitating disease of addiction and how it not only affects the addict but the family as well.

As a recovering addict herself, Wandzilak pulls from her own experiences, bringing a level of understanding and compassion to the healing process. In addition to her strength and commitment to sobriety, Kristina is a mother, a wife, a top-selling author, a world-renowned public speaker and one of the most sought-after, unconventional, top addiction interventionists in the country.

KILLER ALIENS Coming to Animal Planet

Beginning March 14, Animal Planet welcomes viewers to ground zero in America for invasive species: Florida. The Sunshine State is being overrun by lethal Burmese pythons, feral hogs, Nile monitor lizards, and Gambian rats the size of cats – all non-native species that have been imported by humans. These foreign invaders are wreaking havoc on the ecosystem and natural species are being thwarted. With no natural predators, their populations continue to spread rapidly throughout the state, spreading disease, destroying vegetation and crops, preying on native species and in the worst cases harming humans.



It's a race against time to fight this ecosystem nightmare. The front lines are expanding, and no one knows where they are headed next.



Animal Planet Showcases FATAL ATTRACTIONS

It's a basic instinct for humans to want to share their lives with animals, but, for some, the desire to live with another species can take them into obsessive and dangerous territory. Beginning March 14, FATAL ATTRACTIONS goes inside the homes of several people



who insist that sharing their lives with deadly big cats, chimpanzees and venomous reptiles is worth the risk. More now than ever, fatal wild attacks are making world headlines; Animal Planet digs deep to discover what drives people to love the one thing that could hurt them most, and even kill them. In each episode of this three-part series, viewers meet exotic pet owners, animal experts and psychologists who help explore and may explain owning reptiles, big cats and chimpanzees is a gamble worth taking.

Discovery Channel Taiwan Partners with Taiwanese Government for New Series ECO

In December, Discovery Channel and the Government Information Office (GIO) announced a partnership to create ECO TAIWAN, a series documenting Taiwan's fight to stop global warming. The new locally produced series reveals how Taiwanese are using their creativity to solve environmental problems. Filmed in HD, the series pushes the envelope in entertainment and technology. ECO TAIWAN premieres with the episode Micro Innovation, which follows innovators around Taiwan as they make breakthroughs in small-scale green technology, with everyday items such as backpacks, helmets, kites, batteries and bicycles. The episode Wild Life focuses on the fight to save the innocent victims of mankind's overconsumption, while Green



Architecture sees a handful of passionate and creative individuals put their careers on the line to prove that inexpensive low-tech building designs are more effective than glitzy Western-inspired high-tech solutions.

METEORITE MEN Land on Science Channel



Beginning in January, Science Channel premieres the first season of METEORITE MEN, a new series that follows the adventures of professional meteorite hunters Geoff Notkin and Steve Arnold. With cutting-edge technology the duo covers hundreds of acres searching for ancient alien treasures that are rarer than gold. Nearly polar opposites in terms of personality (one is British and one is American; one is a vegetarian and the other a devoted carnivore), Geoff and Steve meet almost exclusively at their love for meteorite hunting. For this first season, viewers join Notkin and Arnold on a quest to find answers to The Tucson Ring Mystery – one of the most intriguing anomalies in the meteorite world. The METEORITE MEN also search outside of Odessa, Texas for a massive, 65,000 year-old meteor buried deep in the ground, and scour West Texas for tiny pieces of the "Ash Creek Meteorite," which caught the public's attention when it streaked across the sky on February 15, 2009.



DISCOVERY IMPACT: MAKING A DIFFERENCE

Discovery Communications Launches New Website Showcasing Its Positive Impact Around the Globe

In December, in keeping with its mission to satisfy curiosity and make a difference, Discovery Communications launched a new website – Discovery Impact (www.discoveryourimpact.com) – that provides an overview of some of the ways in which Discovery and its employees are making a difference in the world. Launched in conjunction with the company's 25th anniversary year in 2010, Discovery Impact highlights Discovery's commitment to responsible corporate citizenship through its mission-driven content and on-air public service announcements, as well as through promoting and practicing sustainability for the planet, supporting lifelong learning, working with partners, giving back to local communities, helping employees thrive at work, and growing a diverse and successful industry.

Highlighted initiatives include support for student learning through the Discovery Channel Global Education Partnership and programs like the Discovery Education 3M Young Scientist Challenge, as well as causes and programs in line with Discovery's mission, such as the SILVERDOCS documentary film festival and Asia's First Time Filmmakers Program. In these ways and more, the work and actions of Discovery and its employees make an impact each and every day, all around the world.

Chevron and Discovery Channel Global Education Partnership Receive U.S. Chamber of Commerce Award



In December, Chevron and the Discovery Channel Global Education Partnership (DCGEP) were recognized by the U.S. Chamber of Commerce Business Civic Leadership Center with the 2009 Partnership Award. The award, presented on December 1, showcases businesses, trade associations and chambers of commerce that have demonstrated ethical leadership and corporate stewardship, made a positive difference in their communities, and contributed to the advancement of important economic and social goals.

Chevron and DCGEP were honored for their efforts, since 2002, to revolutionize education with 65 Learning Centers in underserved communities across Angola, Nigeria, South Africa, Venezuela and Brazil. To date, the Learning Centers established by Chevron and DCGEP have benefitted over 2,400 teachers, 104,000 students and 312,000 community members and produced astounding results, including increased student enrollment and heightened academic performance.

Discovery Education Wins Approval for State-Wide Adoption in Oregon

In October, Discovery Education Science – Elementary for grades K-5/6 and Discovery Education Science – Middle School for grades 6-8 became the first-ever digital services approved by the Oregon State Board of Education for statewide adoption. Correlated to Oregon Science Curriculum Standards and organized around an inquiry-based framework, these digital solutions from Discovery Education



cover the physical, earth and space, and life sciences, and encourage student exploration, stimulate critical thinking and deepen students' understanding of science. The services allow educators to easily differentiate instruction to meet

the many learning styles of today's students through engaging video, colorful text passages and interactive explorations. In support of these services, Discovery Education will provide comprehensive on-site and online professional development and guides to showcase best practices and highlight new techniques for integrating digital content into classroom instruction.

Discovery Education to Bring Next-Day Premiere Episodes of LIFE to Classrooms



Discovery Education will debut Discovery Channel's epic 11-part natural history series, LIFE, on Discovery Education streaming Plus in late March, following the U.S. premiere of the series on television. Full-length episodes, clips and classroom resources aligned to state standards will be available to educators and students the day after each episode premieres on Discovery Channel. Teacher's guides and ancillary materials will promote critical thinking among students and support educators in taking a cross-curricular instructional approach. Also in March, PLANET EARTH content and resources will be made available to all Discovery Education streaming users.



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.

Property Counts

Cumulative Global Subscribers	1.5 billion
Countries & Territories	185
Worldwide Networks	120
Languages	38
Network Entertainment Brands	28

Network Subscribers (in millions)

U.S. Networks

	As of Dec 2009	As of Dec 2008
Discovery Channel	100	99
TLC	99	98
Animal Planet	96	95
Discovery Health	74	73
Discovery Kids	59	60
Science Channel	58	56
Military Channel	55	53
Investigation Discovery	55	53
Planet Green	55	51
FitTV	53	46
HD Theater	30	22
Discovery en Español	7	7
Discovery Familia	9	1

International Networks

	As of Dec 2009	As of Dec 2008
Discovery Channel	275	258
Animal Planet	239	227
Discovery Travel & Living	177	170
DMAX Germany/UK	43	42
Discovery Science	41	35
Discovery Home & Health	36	33
Discovery Kids	28	25
People+Arts	24	22
Discovery Real Time	19	29
Discovery World	17	13
Discovery Turbo	13	12
Discovery Knowledge	10	10
Discovery HD	6	3
Shed	10	n/a
Investigation Discovery	10	n/a
TLC Canada	8	8
Discovery Civilization	3.5	2
Discovery Historia	.5	2

Digital Media Highlights

Discovery's online digital media properties, consisting of 16 U.S. brand destinations, including Discovery.com, TLC.com, AnimalPlanet.com as well as [HowStuffWorks](http://HowStuffWorks.com), [TreeHugger](http://TreeHugger.com) and [Petfinder](http://Petfinder.com), reached an average of more than 40 million cumulative unique monthly visitors in 2009.

Subscriber numbers as of December 31, 2009. U.S. figures according to The Nielsen Company and internal estimates 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 from January 1 through December 31, 2009, according to Omniture, Inc.



LOCATIONS

WORLD HEADQUARTERS

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TEL: 44-208-811-3000

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