

GLOBE

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Know?**

{ A MESSAGE FROM }

David Zaslav



Discovery Communications got off to a great start in the first quarter of 2011 with strong financial results that built upon the growth we delivered throughout 2010 and demonstrated the sustained operating momentum we continue to generate across all aspects of the company.

Once again this quarter, the gains were geographically diverse with double-digit revenue and AOIBDA growth at both our international and domestic segments, excluding Discovery Health, which was contributed to our Oprah Winfrey Network joint venture. The growth also was diverse from a revenue source perspective with advertising revenue up 13% and affiliate revenue up 8%.

Domestically, this past quarter we built upon the 7% viewership growth we delivered in 2010 with delivery up 6% across our US portfolio. Investigation Discovery was once again the biggest growth story, experiencing the best quarter in its history with eight shows surpassing the 1.0 household delivery mark. With this success, ID is now a top 25 network on cable.

Discovery Channel and TLC also started the year strong with 4% delivery growth among their key demographics. Discovery's success was led by two new hit series, GOLD RUSH: ALASKA and FLYING WILD ALASKA, which combined to make Discovery the highest-rated network in all of cable for men on Friday nights during the quarter. TLC had its best first quarter primetime delivery in six years in 2011 among key demographics with 14 series

averaging 1.0 million or more person 2+ viewers during the quarter.

Internationally, our subscribers grew 15% in the first quarter compared to a year ago, led by Latin America and Central and Eastern Europe. During the quarter, we also continued the rollout of TLC as a global female flagship, which is now in over 58 million homes and is already the #1 network for women in Poland and the #1 International Travel and Lifestyle channel across the Asia-Pacific region.

"Investigation Discovery was once again the biggest growth story, experiencing the best quarter in its history..."

Overall, our strong recent results, which continued this quarter, are evidence that our strategy of investing in original programming and strengthening our brands over the last several years is paying dividends both domestically and internationally. Moving forward, we remain focused on investing to build stronger assets that will provide long-term value, while at the same time delivering real operating leverage and free cash flow growth.

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



Introducing Velocity, a Turbo-Charged Network for an Upscale Male Audience

At its April 14 upfront presentation in New York City, Discovery Communications announced plans to rename its HD Theater network to Velocity, effective fourth quarter 2011. The all-HD network will be available in approximately 40 million homes at the time of its introduction, and will be found at the channel location currently occupied by HD Theater.

Velocity, an upscale male lifestyle network, will feature more than 400 premiere hours of new and returning

series and specials showcasing the best of the automotive, sports and leisure, adventure, and travel genres. Hit series currently on HD Theater, including INSIDE WEST COAST CUSTOMS, MECUM AUTO AUCTIONS, CAFE RACER and CHASING CLASSIC CARS, will be pillars of the Velocity primetime lineup. By offering world-class production values and picture quality, Velocity will continue HD Theater's reputation for stunning visuals, established when it became the first-ever all-HD network in 2002.

Velocity's programming will be character-driven, dramatic and engaging. From multi-million-dollar auctions and incredible auto makeovers to high-stakes gaming and insider guides to "the good life," Velocity will touch on all the subjects that appeal to the upscale man. The on-air look and feel of Velocity will be both timeless and timely, from its neoclassic logo and graphics package to its prominent usage of rock and roll music.

Animal Planet Joins Up with GlobalGiving to Make Noise for Animals

Animal Planet and GlobalGiving have joined forces to launch the R.O.A.R. Fund online platform, an expansion of Animal Planet's R.O.A.R. (Reach Out. Act. Respond.) initiative that partners with leading animal organizations to inspire viewers to improve the lives of animals in their

communities and in the wild through local volunteerism and spreading the word about conservation.

Through the R.O.A.R. Fund online platform, Animal Planet's partners can accept donations and promote upcoming

initiatives and opportunities for consumer participation. As R.O.A.R. partners, they also receive a portion of the proceeds from the sale of Animal Planet R.O.A.R. consumer products. To learn more go to www.globalgiving.org/ROAR.



Fans Flock to Seattle for Third Annual CatchCon

More than 1,600 die-hard DEADLIEST CATCH fans from across the country and around the world attended Discovery Channel's third annual CatchCon on the Seattle waterfront in April - the weekend before the premiere of the popular series' new season. Catch Nation was out in full force as fans took part in boating

games, toured the F/V Northwestern and F/V Wizard and enjoyed panel discussions among the captains and deckhands.

This year featured a special surprise as AMERICAN CHOPPER'S Paul Teutul, Sr. roared into the convention hall to unveil, for the first time, his special DEADLIEST CATCH bike.



{ COVER STORY }

Investigation Discovery

ON THE CASE WITH PAULA ZAHN Helps ID Uncover Continued Record Growth

Investigation Discovery (ID) followed its unprecedented 2010 success with its best quarter ever in the first quarter of 2011. Eight series on ID hit the 1.0 household delivery mark during the quarter and 15 series delivered over 500,000 viewers. These exceptional results led ID in March to its 38th consecutive month of year-over-year primetime gains for household delivery - every month since its 2008 debut. The network has also delivered 23 consecutive months of year-over-year primetime gains among people and women 25-54 and people 2+.

With its record first quarter performance, ID remains the fastest growing network in television audience. In 2010, the network also was the #1 distribution gainer, adding nearly 15 million subscribers (+27%) and ending the year in 70 million homes.

ID's first quarter results were fueled by a combination of new and returning series. New series that resonated with ID's audience included SINS & SECRETS, STALKED: SOMEONE'S WATCHING and STOLEN VOICES, BURIED SECRETS, all of which broke the 1.0 household delivery mark.

STOLEN VOICES, BURIED SECRETS led the way as ID's new highest-rated program ever after its 1.6 household rating for the January 10 world premiere. Additionally, new series including NOTHING PERSONAL, featuring actor Steve Schirripa, and CUFF ME IF YOU CAN scored with audiences by averaging over 500,000 people 2+ delivery.

These new series built on the foundation established by hit franchises including ON THE CASE WITH PAULA ZAHN, DISAPPEARED and 48 HOURS ON ID. All three of these series also

surpassed the 1.0 household mark and continued to deliver some of the largest audiences in network history.

Hosted and executive produced by Emmy® Award-winning journalist Paula Zahn, ON THE CASE returns for a third season

"With its record first quarter performance, ID remains the fastest growing network in television audience."

in April. The series unravels shocking investigations that have dominated headlines and intriguing original stories uncovered exclusively for ID's audience. Paula Zahn travels the country to talk directly to the people touched by these fascinating cases, resulting in riveting interviews that reveal the raw emotions the tragedies left behind.

Launched in 2008, ID is America's leading investigation network and the source for fact-based investigative content about culture, history and the human condition. As the premier authority in real investigations, ID also is expanding partnerships with established news organizations and production companies to bring viewers the strongest analytic, factual investigative and current affairs programming.

ID recently announced five new original series for the 2011-12 upfront season, including its first docu-soap, BIG LAW: DEPUTY BUTTERBEAN, featuring former super heavyweight boxer Eric Esch, who fought under the name Butterbean. The 400-lb former fighter returns to the streets of his hometown as a deputy with the Walker County Sheriff's office in Alabama.



Discovery Communications Answers White House Call to Support Military Families

Heeding the challenge set forth by First Lady Michelle Obama and Dr. Jill Biden to support and honor America's service members and their families, Discovery Communications on April 12 announced a national campaign to generate awareness and support for returning troops and America's military families. The multi-network, multi-platform initiative, designed to highlight the unique challenges military children face, includes content and contributions from Discovery Education, TLC, Military Channel and Discovery's social media division.

As part of its efforts, Discovery Education is providing educators at Fountain-Fort Carson High School, where military children make up almost half of the student body, with free access to a customized professional development webinar series featuring a unique collection of career video clips, learning activities and related content that highlight the connections among science, technology, engineering and math (STEM).

Discovery Education also is providing access to its digital content and professional development to Department of Defense

Education Activity schools and educators through the end of the year, and launching a "Help on the Homefront" classroom challenge for children of military families in which students will undertake a project in their community to improve and enrich the lives of military families.

On-air, TLC will film a special episode of *WHAT NOT TO WEAR* featuring a military spouse trying to prepare for job interviews to re-enter the workforce, Military Channel will film and air a PSA focused on expanding employment and career development opportunities for veterans and their spouses, and information about the importance of supporting military families will be integrated into Military Channel's *OFFICER AND A MOVIE* series hosted by Lou Diamond Phillips.

User-generated and network-generated crawls on Military Channel also will emphasize the importance of supporting military families, and a companion social media campaign will be launched across Discovery's Facebook, Twitter, YouTube Channels and corporate blog.



Discovery Communications Recognized for Commitment to Diversity

Solidifying its commitment to diversity in the workplace, Discovery Communications was awarded the 2011 Corporate Leadership Award by the T. Howard Foundation, a nonprofit organization promoting a diverse workforce in the media and entertainment industry.

The annual Corporate Leadership Award recognizes media companies for their outstanding contribution to the mission of diversity. Bill Goodwyn, President of Global Distribution and CEO of Discovery Education, accepted the award on behalf of Discovery at an awards dinner at New York City's Gotham Hall in March.

Goodwyn previously served on the board of the Foundation for seven years and continues to be an active supporter.

Discovery Partners with Facebook to Launch New Comments Plugin

Bringing an additional level of social engagement to the company's websites, Discovery recently teamed with Facebook to debut the social media giant's new Comments plugin across network sites at HowStuffWorks.com. As one of only a few partners, and the only television company, the integration provides visitors to Discovery's .coms with a seamless platform for commenting on videos, articles and more without leaving the site. The rollout of Facebook Comments has already generated hundreds of thousands of incremental page views for Discovery and will continue to rollout on additional pages.

watch with the world:

RATINGS HIGHLIGHTS

KILLER NUMBERS FOR NEW SEASON OF DEADLIEST CATCH



The special two-hour season premiere of Discovery Channel's DEADLIEST CATCH on April 12 earned a 2.89 household

and 2.65 persons 25-54 rating, one of the best performances in series history. DEADLIEST CATCH was the #1 primetime cable telecast among nearly all key ratings and delivery demographics, delivering over 4.37 million persons 2+ viewers.

DEADLIEST CATCH out-delivered several broadcast networks in primetime delivery among men, including ABC, FOX and NBC. The performance made Discovery Channel the #1 cable network in primetime in nearly all ratings and delivery demographics. The season seven premiere also posted triple-digit gains in all key demographics versus the year-ago time slot.

BEST FEBRUARY EVER WITH MEN

Buoyed by new series GOLD RUSH: ALASKA, FLYING WILD ALASKA, SONS OF GUNS and DESERT CAR KINGS, and fan favorites like AMERICAN CHOPPER: SENIOR VS. JUNIOR, Discovery Channel had its best February ever in 2011 (tied with 2004) among men 25-54 delivery. Discovery Channel was a top 10 cable network every night of the week among this key demographic.

The network also recorded its best February Friday ever in nearly all key demographics with FLYING WILD ALASKA and GOLD RUSH: ALASKA. GOLD RUSH: ALASKA was the #1 pro-

gram in all of television on Friday night among men 18-49 and the top-rated ad-supported cable program among households, persons 2+, persons and men 18-49 and 25-54. FLYING WILD ALASKA was the #2 non-sports program among men 25-54.

MAN VS. WILD SCORES IN AUSTRALIA

Premiere episodes of MAN VS. WILD on Discovery Channel Australia ranked #1 and #2 for the night across total people and key male demographics. The 7:30 p.m. episode was 273% above the timeslot average and the 8:30 p.m. episode was 290% above the timeslot average. The premiere followed a promotional tour by Bear Grylls and the announcement of a 12-month partnership with the Nissan Motor Company that features Bear in promotional materials for the Nissan X-Trail.

BESTING ALL COMPETITION COMBINED IN ASIA

With a weekly reach of more than 58 million, Discovery Channel Asia beat all other competitor international factual and news channels combined in January and February 2011, leading by 22% among all cable viewers and among adults 25-54. This was a 7% increase versus 2010. Overall, Discovery Channel is the #1 international channel in the Asia-Pacific region with programs watched by more than 129 million viewers per month.

RULING THE DOCUMENTARY GENRE IN JAPAN

Discovery Channel Japan ranked first in household reach in the Documentary and News genre for the 16th consecutive year, according to the results of the most recent RVCS survey. Overall, the channel ranked fourth in household reach amongst the 30 channels in the survey. During the survey period, Discovery Channel in Japan had aired a local edition of MYTHBUSTERS, with original content inspired by the hit series. Viewers also were able to submit their ideas for experiments, providing a deeper viewing experience.

RIVER MONSTERS PREMIERE CATCHES 1.6 MILLION VIEWERS



Biologist and extreme angler Jeremy Wade returned for a new season of RIVER MONSTERS in April, snaring more than 1.6 million viewers and a 1.2 household rating,



up 9% versus the season two average. The season opener led Animal Planet to a top 10 finish among ad-supported cable networks in the 10 p.m. hour. It was the network's most-watched primetime telecast since the season three finale of WHALE WARS. In addition, the premiere exceeded season two premiere levels by 17% among women 25-54.



DOUBLE-DIGIT GROWTH AND LAUNCH OF 24-HOUR HINDI FEED IN INDIA

Since its launch in September 2010, TLC continues to resonate with viewers in India, registering a 25% increase in viewership and 33% growth in Hindi-dominated markets over an eight-week period. TLC India added a primetime Hindi feed to the existing English-language feed in October 2010 and expanded it to 24-hours-a-day on February 15. India-centric content on TLC India includes highly rated series such as LIVING WITH A SUPERSTAR - SHAH RUKH KHAN, VIR SANGHVI'S ASIAN DIARY, INDIAN RENDEZVOUS and A MATTER OF TASTE.

TRANSFORMERS PRIME BLASTS RATINGS RECORDS



The lure of the ongoing battle between the Autobots and the Decepticons for control of the Earth, and the introduction of a new character, drove huge ratings increases for the February 11 premiere of TRANSFORMERS PRIME on The Hub.

The strong performance of the eagerly awaited CGI-animated series from Hasbro Studios, which included the unveiling of the newest character, Skyquake, was the best-ever series premiere for The Hub among households. The episode also generated massive time period increases versus prior four-week averages across nearly all of the network's key target demographics.

BEST FIRST QUARTER IN SIX YEARS AMONG KEY DEMOS



TLC scored its best first quarter primetime delivery in six years in 2011 among households, women 25-54 and persons 2+. TLC had 14 series averaging 1.0 million or more person 2+ viewers, including SARAH PALIN'S ALASKA, CAKE BOSS: NEXT GREAT BAKER, SISTER WIVES, CAKE BOSS, MY STRANGE ADDICTION, SAY YES TO THE DRESS, TODDLERS & TIARAS, HOARDING: BURIED ALIVE, 19 KIDS AND COUNTING, FOUR WEDDINGS, POLICE WOMEN OF CINCINNATI, WHAT NOT TO WEAR, OUTRAGEOUS KID PARTIES and THE UNPOPPABLES.

The network continued its success with female viewers during the quarter, ranking in the top 10 ad-support cable networks among all female demographics. TLC's Friday night wedding lineup, including SAY YES TO THE DRESS and FOUR WEDDINGS, ranked #2 among women 18-49 and 18-34, and #3 among women 25-54.

RATINGS BLISS IN NORWAY WITH LOCAL PRODUCTION

BRUD I BLINDE, the local Norwegian production of DON'T TELL THE BRIDE has delivered strong results in its debut month with adult 19-50 viewership up 68% and young female viewership up 83%. At its peak, the network delivered a 1.3 rating among adults 19-50, equating to a 4.8 share. BRUD I BLINDE has also increased the levels of co-viewing on TLC Norway.



tune in:

PROGRAMMING HIGHLIGHTS

24TH ANNUAL FIN-FILLED SHARK WEEK CELEBRATION BEGINS IN JULY

SHARK WEEK, cable television's longest-running programming event and the ultimate summertime ritual, returns to Discovery Channel this July with seven all-new specials and some of the most watched shows from recent years. This marks SHARK WEEK'S 24th year on the network. Last year's SHARK WEEK was watched by 30.8 million people, making it the most-watched SHARK WEEK on record.

This year, great whites are the stars...and they're everywhere. Around the globe, great white sharks are coming closer to shore and swimming among unsuspecting humans. In Australia, South



Africa and on our own West Coast, great whites swim under surfers as they catch waves and in the shallow waters of popular beaches. If this is happening, why are there so few attacks? This is a question everyone wants answered because, no matter where you swim, you're apt to have a close encounter of the great white kind!

WHALE WARS RETURNS FOR ITS (FINAL?) SEASON

Earlier this year, Japan's whaling fleet headed home from the Antarctic with officials announcing they would be "suspending" this year's hunt and then confirming the season was ending early with the fleet having caught just 20% of its goal. But will they end whaling for good? The Sea Shepherd Conservation Society, featured in Animal Planet's WHALE WARS, has claimed victory and is hopeful for an end to illegal whaling, which has been their penultimate goal over the last several years.

This season of WHALE WARS, returning June 3, showcases the Sea Shepherd's anti-whaling efforts, which helped force the early end to this year's hunt, as Captain Paul Watson and his crew return for a fourth adrenaline-fueled season of WHALE WARS, waging a life-and-death battle and masterful chess match to find and stop the annual whale hunt.

MILITARY CHANNEL SIGNS ACTOR AND FORMER NAVY BRAT LOU DIAMOND PHILLIPS TO HOST AN OFFICER AND A MOVIE

In Military Channel's new series AN OFFICER AND A MOVIE, Hollywood film and television star Lou Diamond Phillips spotlights real heroes of the U.S. Armed Forces who actually experienced the famed conflicts or themes depicted in notable military movies like The Great Santini, Heartbreak Ridge, Hart's War, The Dirty Dozen, Windtalkers and Three Kings. Each week, Military Channel presents one of these classic military movies with commentary from Phillips and featured interviews with distinguished retired and active-duty officers who are able to shed light on the real events that inspired each movie. Through informative dialogue,

Phillips explores his heroic guest's real-life experiences and uses their personal expertise to place each movie into a modern context.

WHO YOU GONNA CALL?

New York City is made up of more than 300 square miles and is populated by more than eight million people and so many rats it's impossible to count them. This spring, Animal Planet introduces viewers to New York's toughest exterminators with RAT BUSTERS (wt), a new six-part series that follows Jimmy Tallman and Michael Morales of Magic Pest Control as they scour the corners of the city responding to calls involving unwanted pests and unearthing the most traumatic cases of rat infestations in the Big Apple. Premiering June 10, each hour-long episode follows Brooklyn-born Jimmy and Michael as they comb through the boroughs and get down and dirty fighting the city's most notorious pests including rats, roaches, mice, bedbugs and other creepy crawlies.

SWAMPS OF FLORIDA PLAY HOST TO NEWEST DISCOVERY SERIES

Way down south is a place that was once thought to be land fit only for alligators and snakes. It's wet, it's dangerous and it's weird. Which means it's perfect for one of the most unique

family businesses in the country. Beginning in May 2011, Discovery Channel introduces viewers to a different breed of brothers on SWAMP BROTHERS. Robbie Keszey is an exotic animal expert and Stephen Keszey is a former city slicker learning the ropes. Together they run Florida's largest reptile sanctuary and exotic reptile dealership.

ANIMAL PLANET COMMUNICATES WITH CATS...FROM HELL?

In MY CAT FROM HELL, Animal Planet engages a man who "speaks the language of cats" to tackle feisty felines and the human bonds they have threatened to break. In this three-part miniseries, premiering May 7, cat behaviorist Jackson Galaxy brings his unique understanding of kitty nature to help human relationships on the verge of collapse due to aggressive and sometimes violent felines. In each episode, viewers witness first-hand, in-home accounts of cat guardians struggling to reign in



their feisty felines and once again find domestic harmony. In one story, a woman moves cross country to live with her boyfriend, only to discover that his cat does not want her there. In another story, Jackson attempts to save a fiancé who realizes he hates his bride-to-be's cat and especially loathes the feline's dangerous habit of going from calm to vicious at a moment's notice.

SOUTH BEACH VACATION? JUST WATCH FOR SNAKES!

When people think of Miami, they think of the ultimate vacation - lying on the beach, sport fishing and enjoying the great outdoors. While Miami offers all of these things, it is a giant SWAMP CITY filled with snakes. One hundred percent of yards in Miami and throughout South Florida have snakes; you just can't always see them. Not to mention, dangerous alligators, deadly Tegu lizards and Africanized bees. When it comes to the planet's most venomous creatures, there is only one team who

has the knowledge and fearlessness to battle them - Venom One. The Venom One team is an elite group of specially trained fire fighter/paramedics within Miami-Dade Fire Rescue. It's the only emergency response team of its kind and it currently holds the largest anti-venom bank in the world. In this docu-drama series premiering June 8, viewers witness the intensity and urgency of the job as this courageous team takes down killer snakes, rushes against the clock to deliver anti-venoms and ultimately saves lives.

TLC MAKES A SPLASH WITH A NEW SUMMER SEASON

Kicking off Memorial Day weekend, TLC airs new episodes of CAKE BOSS and premieres the new heartwarming series HOMECOMING FEATURING BILLY RAY CYRUS, in which families are surprised as their loved ones return from war. Summer sizzle continues with additional new series TAKING OVER THE

BIG APPLE. NY INK invites viewers back into the world of tattoo artist Ami James, and MY BIG FAT GYPSY WEDDING (wt), shares the secretive, extravagant and surprising world of gypsies and travelers in Britain today.

In addition, I KID, A Ryan Seacrest Production, hosted by Brad Garrett, is an entertaining and insightful look into the minds of kids and gets their perspective on the world around them.

Finally, a TLC summer wouldn't be hot enough without the return of fan favorite series THE LITTLE COUPLE, FREAKY EATERS, 19 KIDS & COUNTING, I DIDN'T KNOW I WAS PREGNANT and TODDLERS & TIARAS.

Discovery Communications, Employees and Talent Give to Japan Relief Efforts

Discovery Communications launched a \$250,000 employee matching campaign to raise funds for Japan Tsunami and Earthquake Relief. Funds were dispersed to seven local Japanese charities including Save the Children, Civic Force and Peace Winds. Additionally, Discovery Talent, including MythBusters Adam Savage and Jamie Hyneman, and Dave Salmoni, were featured in a PSA for the Japanese people, offering the company's support to the people of Japan and promoting the GlobalGiving Relief fund.

Discovery Launches Online News Service for Latin America

Web users in Latin America can now keep up with the latest discoveries in scientific research, space exploration and the history of civilization and humanity with Discovery Noticias (<http://www.tudiscovery.com/noticias>), a free online news service targeted at the curious minded.

Visitors can consult the site for answers to such mysteries as whether there are trees on the Moon, why Van Gogh's yellows turn brown, and how scientists are working to develop air-powered automobiles, as well as for a look at the first images of the Tempel 1 comet.

Discovery Home & Health Spruces Up Image

Discovery Home & Health, the #1 lifestyle channel among Latin American women, will introduce a fresh and contemporary new on-air look and logo reflecting its expanding audience on May 3. The new look and logo will be accompanied by more than 600 hours of programming on a wide range of lifestyle topics ranging from obesity to psychology.

home&health
Discovery

British Consumers Identify Discovery Channel as a "Superbrand"

Discovery Channel has rocketed into the UK's top 500 consumer "Superbrands" list for the first time at #302. The annual list, which launched 12 years ago and is a key barometer of the strength of brands in the UK, polls 2,000 consumers to assess how brands are viewed in the categories of quality, reliability and distinction.

Discovery Channel was one of only seven of the 500 TV channels in the UK to make the list, ranking fourth behind BBC, Sky and ITV, and ahead of Channel 4, CNN and MTV. The network also was ranked ahead of well-known non-TV brands, including Lancome, Puma, Financial Times, Toshiba, DKNY and Burger King.

Launch Date Set for TLC Netherlands

TLC will continue its international rollout as Discovery's global female flagship on July 4 with full distribution across analog and digital TV platforms in the Netherlands. Set to reach seven million homes, the channel will feature localized programs, promos and commercials, as well as potential future locally commissioned content.

TLC International is currently available in eight European and 25 Asian markets reaching more than 50 million households outside the United States. The network is on track to reach 75 markets and 100 million households by the end of 2011.

Discovery Channel UK Brings "Intelligent Entertainment" to the Web

Discovery UK has launched a new website - DiscoveryUK.com - taking its "intelligent entertainment" programming proposition into the digital space. Targeting the channel's core male demographic, the website complements Discovery UK's appeal to adventure and knowledge seekers, and aligns with the channel's brand values of offering entertainment, enlightenment and participation.

Visitors to the website have access to exclusive content from key UK program properties and increased access to the channel's "mavericks and pioneers," including key talent like Bear Grylls and James Cracknell.

Discovery Expands Licensing Programs in Publishing and Gaming

Discovery Communications' licensing programs continue to grow with Animal Planet's publication of Jeremy Wade's book *River Monsters: True Stories of the Ones That Didn't Get Away* and



Discovery Channel's release of the console game *Man vs. Wild* for Xbox, Playstation2 and Wii.

River Monsters: True Stories of the Ones That Didn't Get Away was released in partnership with Da Capo Press on April 4. Additionally, the Animal Planet Trivia App for iPhone and iPod Touch launched in the iTunes App Store and quickly received recognition on Apple's "New and Noteworthy" forum. Animal Planet also expanded its consumer products line with T-shirts available for purchase at zoos and aquariums

nationwide, including Yellowstone National Park.

Man vs. Wild for Xbox, Playstation2 and Wii is currently available at retailers nationwide including DiscoveryStore.com, Gamestop, Target and EB Games. Discovery Expedition, the official lifestyle brand of Discovery Channel, is also expanding with the addition of five new licensing partners for products including camping chairs, globes, telescopes, electronics and electronics accessories available at retail this Fall.

Ivan Bagueiras Tapped as General Manager of US Hispanic Networks

Ivan Bagueiras has been appointed to the position of General Manager for Discovery's US Hispanic Networks, Discovery en Español and Discovery Familia. Bagueiras' responsibilities include programming, marketing, business development and advertising sales.

A 14-year Discovery veteran, Bagueiras has been instrumental in defining and diversifying the company's

commercial infrastructure, consistently outpacing industry growth and contributing to Discovery's success in both the Latin America and US Hispanic markets. Prior to joining Discovery, Bagueiras served as advertising manager for Weather Channel and Travel Channel in Latin America.



» DID YOU KNOW?

TLC will celebrate the Royal Wedding with 89 hours of Royal-related programming between April 24 and April 30.

Discovery Communications' global day of employee volunteerism, **Discover Your Impact Day**, took home the PR Week CSR award for "Best Employee Volunteerism Campaign in 2010."

Discovery Channel's @MythBusters Twitter bested NASA, its astronauts and even Science's Dr. Michio Kaku in the #Science category at the recent Shorty Awards, the Oscars of Twitter

honoring those making an impact through Twitter.

Discovery has over 30 million "likes" across **network and show Facebook pages**.

The first Discovery network live, on-air Twitter ticker took place on **Science Channel** on April Fool's Day.

As of January 1, **Discovery Channel India** is now available in four languages – English, Hindi, Tamil and Telugu – reaching 55 million homes.

Discovery Channel Russia scored a double victory at the Big Digit Awards in February with a first-prize finish in both the Best Foreign Entertainment Channel and Viewers Choice Award categories.

Discovery Channel Poland was voted the best "Popular Science/Cultural Channel" by viewers in the most prestigious competition for TV channels, programs and TV personalities in Poland called Telekamery, which attracted over 650,000 participants.

FACTS & FIGURES

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 200 countries. Discovery is dedicated to satisfying curiosity through 130-plus worldwide television networks, led by Discovery Channel, TLC, Animal Planet, Science and Investigation Discovery, as well as US joint venture networks OWN: Oprah Winfrey Network, The Hub and 3net, the first 24-hour 3D network. Discovery also is a leading provider of educational products and services to schools and owns and operates a diversified portfolio of digital media services, including HowStuffWorks.com. For more information, please visit www.discoverycommunications.com.

GLOBAL REACH

Cumulative Global Subscribers.....	1.5+ billion
Countries & Territories	210
Worldwide Networks	138
Languages	43
Network Entertainment Brands.....	28

NETWORK SUBSCRIBERS (IN MILLIONS)

US Networks

	As of Mar. 2011	As of Mar. 2010
Discovery Channel.....	101	100
TLC	100	99
Animal Planet	97	97
OWN: Oprah Winfrey Network.....	78	76
Investigation Discovery	73	63
Science Channel.....	68	66
The Hub.....	62	63
Military Channel	57	57
Planet Green	56	56
Discovery Fit & Health	49	54
HD Theater	36	30
Discovery en Español.....	5	5
Discovery Familia	3	3

International Networks

	As of Mar. 2011	As of Mar. 2010
Discovery Channel.....	301	265
Animal Planet	256	235
TLC	143	133
Discovery Science.....	62	42
Discovery Travel & Living.....	46	180
DMAX	44	44
Discovery Home & Health.....	42	38
Discovery Kids	33	29
Discovery Turbo	29	15
Discovery Real Time.....	26	15
Liv.....	26	22
Discovery World	24	17
Quest.....	22	9
Discovery HD.....	20	14
Investigation Discovery	15	13
Discovery History.....	11	n/a
Shed	10	10
Discovery Civilization.....	4	5
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 23 million cumulative unique monthly visitors in the first quarter of 2011.

Subscriber numbers as of March 31, 2011, 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 March 31, 2011. 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 March 31, 2011, according to ComScore, Inc.

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