



# DISCOVERY NETWORKS AT A GLANCE



# OUR PROMISE

## OUR VALUES:



### QUALITY

Highest standard programming



### EMOTION

Captivating and dramatic



### INNOVATION

Do it first or do it different



### UNITY

We bring people together

## OUR MISSION:

- Providing the **highest quality** non-fiction content, services and products that **entertain, engage and enlighten, pushing the boundaries of human experience.**
- We are a purpose driven company who want to make a difference in people's lives.

## OUR CONTENT:

- **Immersive & thrilling content**
- **Inspirational talent:** the best explorers, scientists, or athletes in the world
- **Diversity:** more sports than any other channel on ES, and enough genres to satisfying a broad audience's curiosity, from science and engineering to adventure and motoring



SUPERFAN

S

*Discovery's commitment to satisfying curiosity has led to the creation of a wealth of content that continually informs, surprises and excites our audience- reaching them on a deeper emotional level than many other channels*

*Our audience engages with Discovery's Network of channels more than any other international channel*

They are

***'SUPERFANS'!***





# OUR GLOBAL SCALE



Discovery Communications is the **world's #1 pay TV programmer**



Reaching **2.9 billion cumulative subscribers** in **224 countries and territories**



**53 network entertainment brands** and **more than 210 worldwide TV networks**



**189 international HD markets** – a leading provider outside of the US



**45 languages** of customized programming



**221 million Facebook Fans**



**600 hours** of original online video, **300M monthly streams**



**Over 1Bn pageviews** per month

# DISCOVERY CHANNEL- GLOBAL & REGIONAL OVERVIEW



HOUSEHOLD  
DISTRIBUTION

474m

AVERAGE  
MONTHLY REACH

357m

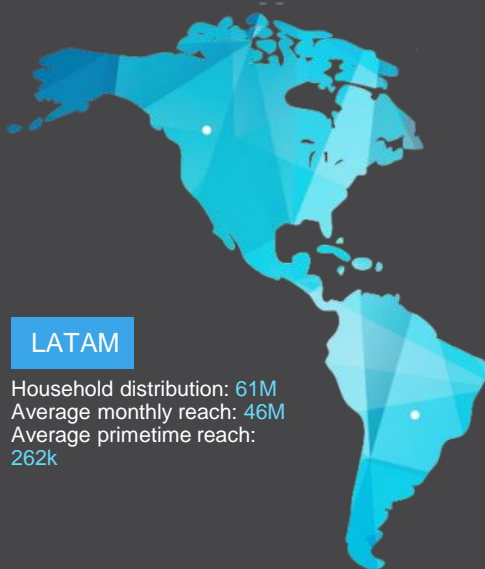
AVERAGE  
PRIMETIME  
AUDIENCE

2.2m



## US

Household distribution: 96M  
Average monthly reach: 95M  
Average primetime reach: 1.2M

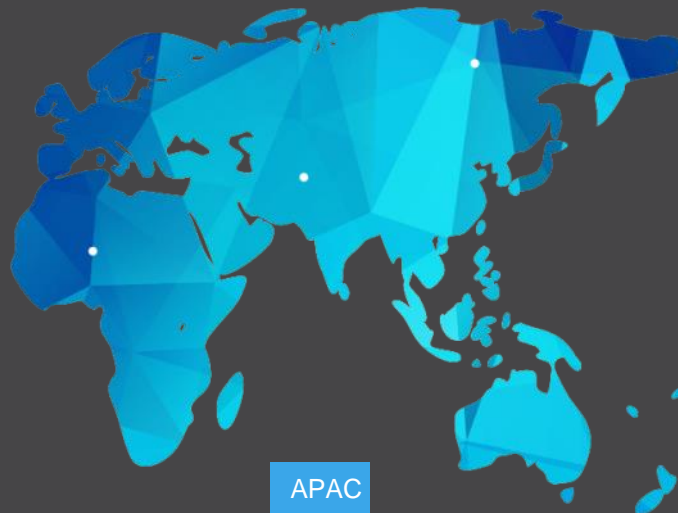


## LATAM

Household distribution: 61M  
Average monthly reach: 46M  
Average primetime reach: 262k

## EMEA

Household distribution: 108M  
Average monthly reach: 87M  
Average primetime reach: 497k



## APAC

Household distribution: 209M  
Average monthly reach: 129M  
Average primetime reach: 290k



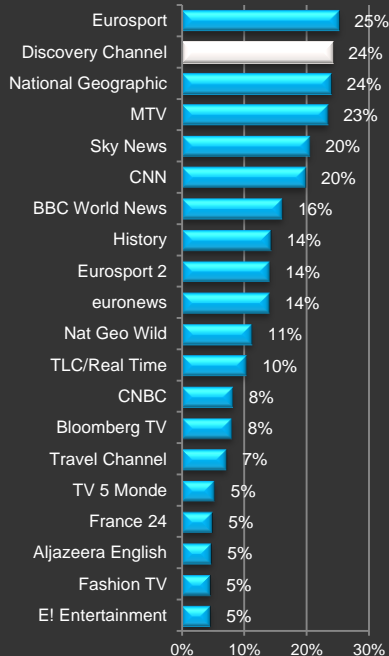


# TRAVEL & TOURISM: KEY AUDIENCES (1)

Discovery is the #1 factual channel among key travel audiences

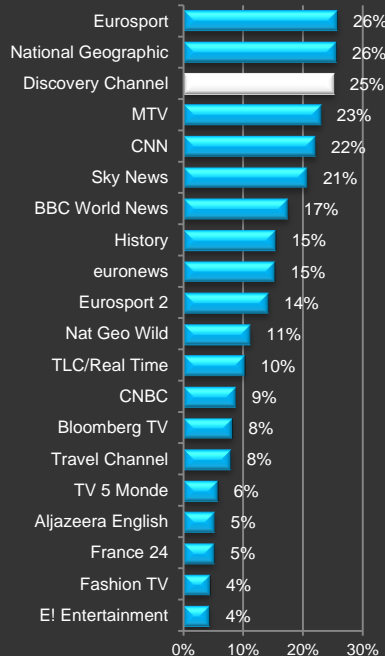
## Premium class flyers<sup>1</sup>

Top 20: Weekly Reach (%)



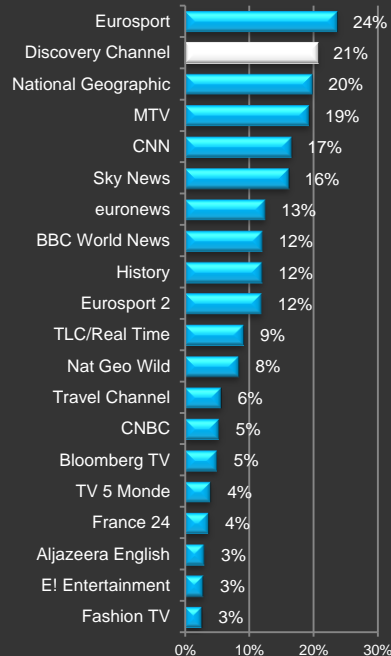
## Frequent Flyers<sup>2</sup>

Top 20: Weekly Reach (%)



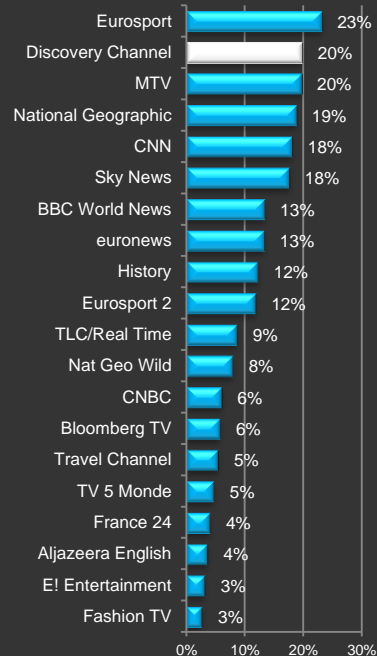
## Frequent hotel visitors<sup>3</sup>

Top 20: Weekly Reach (%)



## Luxury holiday travellers<sup>4</sup>

Top 20: Weekly Reach (%)



# TRAVEL & TOURISM: KEY AUDIENCES (2)

Discovery is the #1 factual channel among key travel audiences

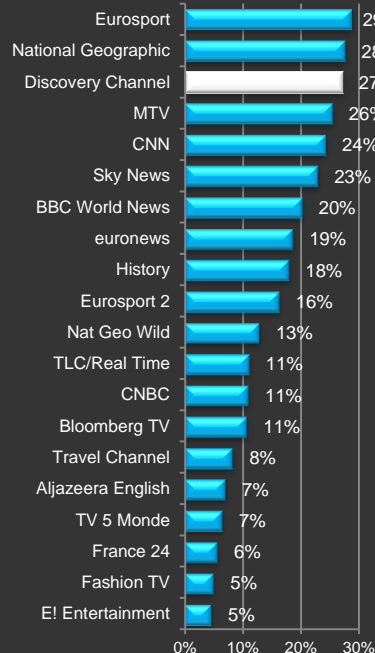
## Travel services decision makers<sup>2</sup>

Top 20: Weekly Reach (%)



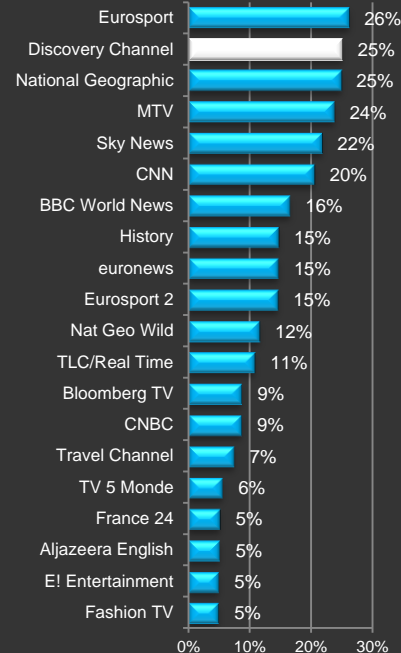
## Frequent Flyer (for business)<sup>3</sup>

Top 20: Weekly Reach (%)



## Premium class flyer (for business)<sup>4</sup>

Top 20: Weekly Reach (%)



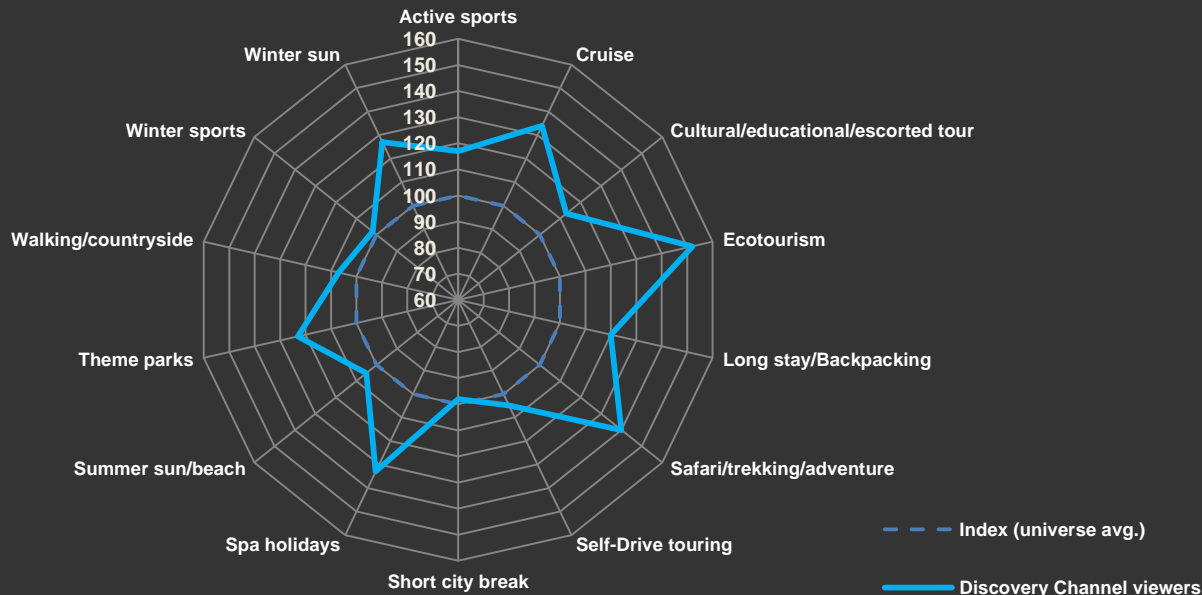


# TRAVEL & TOURISM: TYPES OF HOLIDAY

Discovery Channel viewers show positive affinity to all types of holiday

Type of holiday taken in the last 12 months

Discovery Channel viewers vs. total affluent universe (Index: 100 = average).





***Discovery Channel viewers are particularly likely to visit the following destinations in the next 12 months:***

## DISCOVERY CHANNEL VIEWERS

### Profile - Travel Destinations



1. Bulgaria  
(Index 151)



2. Czech Rep.  
(Index 142)



3. Tunisia  
(Index 141)



4. Kenya  
(Index 139)



5. Mexico  
(Index 137)



6. Cyprus  
(Index 134)



7. Israel  
(Index 131)



8. Singapore  
(Index 131)



9. Jamaica  
(Index 130)



9. Dubai-UAE  
(Index 130)

# BULGARIA TOURISM

## Campaign Overview

- Activity ran in 3 waves from March until October 2015
- Broadcasting **7,320 spots** across **23 separate feeds** covering **122 countries** in EMEA
- The campaign achieved almost **113 million impacts**, reaching **34 Million adults** 3.3 times on average
- That equates to roughly **11% of adults across the entire EMEA region**

