

## Asia-Pacific

### Overview:

- Managing Director is Tom Keaveny
- Launched in 1994, Discovery Networks Asia-Pacific is headquartered in Singapore and has offices in Bangalore, Beijing, Chennai, Delhi, Hong Kong, Mumbai, Taipei, Tokyo, Shanghai and Sydney
- 7 brands - 32 countries/territories<sup>i</sup> - 10 languages<sup>ii</sup> - 22 network feeds

### Brands:

1. Discovery Channel
2. Animal Planet
3. Discovery Travel & Living
4. Discovery Home & Health
5. Discovery Science
6. Discovery Turbo
7. Discovery HD

### 458 million cumulative subscribers:

|                             |               |
|-----------------------------|---------------|
| ▪ Discovery Channel         | 165 million   |
| ▪ Animal Planet             | 153 million   |
| ▪ Discovery Travel & Living | 132.5 million |
| ▪ Discovery Home & Health   | 2.3 million   |
| ▪ Discovery Science         | 4 million     |
| ▪ Discovery Turbo           | 855,000       |
| ▪ Discovery HD              | 300,000       |

- ✓ Discovery Channel is the #1 international channel in Asia-Pacific, reaching more than 110 million viewers every month [Source: 2Q09 Peoplemeter, all Pay TV viewers, 8 markets: Australia, China (program blocks), Hong Kong, India, Malaysia, Philippines, Singapore, Taiwan].
- ✓ Discovery Channel has been the #1 channel among Asian affluents for 11 consecutive years [Source: PAX 1998 to 2008, all respondents, past 7 days viewership, 10 markets]
- ✓ Animal Planet is among the top 4 most watched channels in the region [Source: PAX 1Q09, Cabsat respondents, past 30 days viewership, 11 markets]
- ✓ Discovery Travel & Living is the #1 lifestyle channel among Asian affluents [Source: PAX 1Q09, all respondents, past 7 days viewership, 10 markets]
- ✓ Discovery Networks Asia-Pacific was named Cable & Satellite Network of the Year at the Asian Television Awards in both 2007 and 2008

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<sup>i</sup> Australia, Bangladesh, Bhutan, Brunei, Burma, Cambodia, China, Fiji, Guam, Hong Kong, India, Indonesia, Japan, South Korea, Macau, Malaysia, Maldives, Marshall Islands, Federated States of Micronesia, Mongolia, Nepal, New Zealand, Northern Mariana Islands, Pakistan, Palau, Papua New Guinea, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam

<sup>ii</sup> Bahasa Malaysia, Cantonese, English, Hindi, Japanese, Korean, Mandarin, Putonghua, Thai, Vietnamese