



Europe, Middle East and Africa

Overview:

- Managing Director is Arthur Bastings
- Launched in 1989, Discovery Networks EMEA is headquartered in London and has offices in Amsterdam, Bucharest, Budapest, Copenhagen, Helsinki, London, Madrid, Milan, Munich, Oslo, Stockholm and Warsaw
- 13 brands - 105 countries/territoriesⁱ - 25 languagesⁱⁱ - 41 network feeds

Brands:

1. Discovery Channel
2. Animal Planet
3. DMAX
4. Discovery Science
5. Discovery Travel & Living
6. Discovery World
7. Discovery Real Time
8. Discovery HD
9. People + Arts
10. Discovery Turbo
11. Discovery Historia
12. Animal Planet HD
13. ID: Investigation Discovery

219 million cumulative subscribers:

▪ Discovery Channel	62 million
▪ Animal Planet	48 million
▪ DMAX	32.3 million ¹
▪ Discovery Science	22 million
▪ Discovery Travel & Living	17 million
▪ Discovery World	16 million
▪ Discovery Real Time	9 million
▪ Discovery HD	8.5 million
▪ People + Arts	2 million
▪ ID: Investigation Discovery	1 million
▪ Discovery Turbo	800,000
▪ Discovery Historia	500,000

- ✓ The following launches represent the continued expansion of Discovery's EMEA footprint:
 - ID Investigation Discovery launched in Ukraine, Estonia and Latvia (July 2009) and in Croatia, Serbia & Montenegro and Bosnia Herzegovina (August 2009)
 - Animal Planet HD launched in Turkey (August 2009) and Poland (September 2009)
 - Discovery HD launched in Estonia (July 2009)
 - Discovery HD Simulcast launched in Italy – June 2009

¹ Technical Household Reach in Germany

- Animal Planet launched in Estonia, Latvia and Lithuania – June 2009
- Discovery Networks Central Europe assumed 100% ownership of Discovery Historia Channel – May 2009
- Discovery HD launched in Greece – May 2009
- Discovery Travel & Living launched in Serbia – May 2009
- ID: Investigation Discovery launched in Poland, Romania, Hungary, Greece, Serbia, Slovenia, Croatia, Bosnia and Montenegro – April/May 2009
- Animal Planet HD in Scandinavia - February 2009

ⁱ **Europe – 45 countries:** Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Greenland, Holy See (Vatican City), Hungary, Iceland, Italy, Kazakhstan, Kyrgyzstan, Latvia, Liechtenstein, Lithuania, Macedonia, Malta, Moldova, Netherlands, Norway, Poland, Portugal, Romania, Russia, San Marino, Serbia & Montenegro, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, Uzbekistan; **Middle East – 15 countries:** Algeria, Bahrain, Egypt, Israel, Jordan, Kuwait, Lebanon, Mauritania, Morocco, Oman, Qatar, Saudi Arabia, Tunisia, United Arab Emirates, Yemen; **Sub-Saharan Africa – 43 countries:** Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Cote d'Ivoire, Dem. Rep. of Congo, Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Ghana, Guinea, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rep. of Congo, Rwanda, Saint Helena, Sao Tome and Principe, Seychelles, Sierra Leone, South Africa, Swaziland, Tanzania (includes Zanzibar), Togo, Uganda, Zambia, Zimbabwe.

ⁱⁱ Arabic, Bulgarian, Czech, Danish, Dutch, English, Flemish, Finnish, French, German, Greek, Hebrew, Hungarian, Italian, Norwegian, Polish, Portuguese (European), Romanian, Russian, Serbian, Slovak, Slovenian, Spanish (Castilian), Swedish, Turkish