



## Latin America/U.S. Hispanic

### History:

- Launched in 1994
- Managing Director is Enrique Martinez
- Discovery Networks Latin America/U.S. Hispanic is headquartered in Miami and has offices in Buenos Aires, Mexico City and Sao Paulo

**12 brands - 34 countries/territories<sup>i</sup> - 3 languages<sup>ii</sup> - 25 network feeds:**

### Latin America:

1. Discovery Channel
2. Discovery Kids
3. People + Arts
4. Animal Planet
5. Discovery Home & Health
6. Discovery Travel & Living
7. Discovery Civilization
8. Discovery Science
9. Discovery Turbo
10. Discovery HD Theater

### Discovery Networks U.S. Hispanic Group:

1. Discovery en Español
2. Discovery Familia

### 129.5 million cumulative subscribers:

▪ Discovery Channel	24 million
▪ Discovery Kids	24 million
▪ Animal Planet	21 million
▪ People + Arts	21 million
▪ Discovery Home & Health	19 million
▪ Discovery Travel & Living	16 million
▪ Discovery Civilization	1.5 million
▪ Discovery Science	1.5 million
▪ Discovery Turbo	1.5 million

- ✓ Region also manages two Hispanic brands distributed in the U.S. market: Discovery en Español (launched 1998); Discovery Familia (launched 2007).
- ✓ Discovery Channel and Discovery Kids consistently rank among the top 10 pan-regional networks. Discovery Kids is #1 among women 18-34.

<sup>i</sup> **Latin America:** Argentina, Aruba, Bahamas, Barbados, Belize, Bermuda, Bolivia, Brazil, Cayman Islands, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Falkland Islands (Islas Malvinas), Grenada, Guatemala, Haiti, Honduras, Jamaica, Mexico, Netherlands Antilles (Bonaire, Curacao & St. Maarten), Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Saint Lucia, Suriname, Trinidad & Tobago, Uruguay, US Virgin Islands, Venezuela;

<sup>ii</sup> English, Portuguese, Spanish