



United Kingdom

History:

- Sahar Elhabashi, COO, Discovery Networks International, Acting Managing Director, Discovery Networks UK
- Launched in 1989, Discovery Networks UK is headquartered in London
- 12 brands – 21 network feeds

Brands:

1. Discovery Channel
2. Animal Planet
3. DMAX
4. Discovery Real Time
5. Discovery Shed
6. Discovery Knowledge
7. Discovery Science
8. Discovery Home & Health
9. Discovery Turbo
10. Discovery Travel & Living
11. Discovery HD
12. ID: Investigation Discovery

110 million cumulative subscribers¹:

▪ Discovery Channel	11 million
▪ Animal Planet	10.5 million
▪ DMAX	10 million
▪ Discovery Real Time	10 million
▪ Discovery Shed	10 million
▪ Discovery Knowledge	10 million
▪ Discovery Science	10.5 million
▪ Discovery Home & Health	10 million
▪ Discovery Turbo	10 million
▪ Discovery Travel & Living	9 million
▪ ID: Investigation Discovery	8 million
▪ Discovery HD	1 million

- ✓ Discovery Shed launched on March 21, 2009
- ✓ ID: Investigation Discovery, a 24-hour crime and investigation channel, launched on January 20, 2009.
- ✓ DMAX launched January 2008.
- ✓ Discovery Knowledge launched November 2007.
- ✓ Discovery Turbo launched March 2007.
- ✓ Discovery HD, the company's international high-definition network, launched in the UK and Ireland with BSkyB in May 2006

¹ Source: 2Q09 Financial Results