Discovery Communications Timeline

September 1, 2008

Discovery Communications begins trading as a public company on the Nasdaq stock exchange.

July 1, 2008

The Siemens Foundation, Discovery Communications and the National Science Teachers Association launch a K-12 student sustainability education initiative, “Siemens We Can Change the World Challenge.”

June 1, 2008

Discovery Home Channel becomes Planet Green, the first 24-hour eco-lifestyle television, network reaching 50 million homes.

March 1, 2008

3M signs on as the title sponsor of the Discovery Education/3M Young Scientist Challenge through 2010.

February 1, 2008

Discovery HD launches in Australia; Discovery is now the number-one international provider of HD networks with services in 17 markets outside of the U.S.: Australia, Austria, Belgium, Canada, Denmark, Finland, Germany, Hong Kong, Ireland, Japan, the Netherlands, Norway, Poland, Singapore, South Korea, Sweden and the UK, reaching more than four million subscribers .

January 1, 2008

Discovery Communications announces joint venture with Oprah Winfrey and Harpo, Inc., to create OWN: The Oprah Winfrey Network, a multi-platform venture combining Discovery Health Channel and Oprah.com.

January 1, 2008

Discovery Times Channel becomes ID: Investigation Discovery, taking advantage of Discovery’s extensive library of fact-based investigation and current affairs programming.

January 1, 2008

Discovery HD launches in Hong Kong.

December 1, 2007

Discovery Communications acquires HowStuffWorks.com, the leading online source of high-quality, unbiased, and easy-to-understand explanations of how the world actually works.

December 1, 2007

Annual revenue for the Discovery Networks International division surpasses $1 billion for the first time.

December 1, 2007

Discovery Holding Company and Advance/Newhouse Programming Partnership sign a non-binding letter of intent to combine their stakes in Discovery Communications, creating a new public company.

November 1, 2007

U.S. Hispanic network Discovery Familia formed as a merger of Discovery Kids en Español and Discovery Travel & Living (Viajar y Vivir).

November 1, 2007

Discovery Communications forms a partnership with Activision Publishing, Inc., to create family-friendly, Animal Planet-themed interactive video game titles.

August 1, 2007

Discovery Communications acquires Treehugger.com, the leading eco-lifestyle website.

July 1, 2007

Discovery Communications earns 18 nominations, the most ever, for the 59th Annual Primetime Emmy Awards.

May 1, 2007

Discovery Channel's epic 11-episode Planet Earth series becomes cable's highest-rated natural history program of all time and the most watched cable event of all time attracting more than 65 million viewers.

May 1, 2007

Cox Communications, Inc., and Discovery Communications complete the exchange of Cox's 25% stake in Discovery for Travel Media, Inc., the company that owns Travel Channel and TravelChannel.com.

May 1, 2007

Discovery Communications announces plans to close its 103 mall-based retail locations to focus on its DiscoveryStore.com e-commerce platform and licensing opportunities.

April 1, 2007

At its annual Upfront presentation, Discovery Communications announces Planet Green, a global, cross-platform initiative including the first-ever 24-hour eco-lifestyle television network.

November 1, 2006

David Zaslav, former president of NBC Universal Cable and Domestic TV and New Media Distribution, is named to succeed Judith McHale as President and Chief Executive Officer of Discovery Communications.

October 1, 2006

Petfinder.com, the number-one online destination for pet adoption, acquired by Animal Planet Media.

September 1, 2006

Discovery Communications launches DMAX, its first free-to-air television network, reaching 27 million homes in Germany.

August 1, 2006

Discovery Communications launches Discoverymobile.com, a direct-to-consumer mobile website featuring downloadable wallpapers, ringtones, podcasts and other special features for cell phones and mobile devices.

April 1, 2006

Discovery Communications brings video content to Google Earth

April 1, 2006

Discovery Communications acquires U.K.-based Antenna Audio, the global leader in audio and multimedia tours.

March 1, 2006

Discovery Education launches COSMEO, a revolutionary online homework help tool.

January 1, 2006

Discovery Communications announces the launch of the 100th and 101st Discovery networks with the launch of Discovery HD Japan and Discovery HD Canada.

January 1, 2006

Discovery Communications announces that Ted Koppel will host and produce long-form programming examining major global topics and events exclusively for the Discovery Channel.

September 1, 2005

September 11th focused-film, The Flight That Fought Back, is viewed in more than seven million homes, posting the highest ratings since Walking with Dinosaurs and Raising the Mammoth, and ranking as the highest-rated program on Discovery Channel in 2005.

June 30, 2005

Discovery Networks US Hispanic Group launches with two new channels to complement Discovery en Español – Discovery Kids en Español and Discovery Travel & Living (Viajar y Vivir).

June 17, 2005

Discovery Communications celebrates 20th Anniversary of Discovery Channel.

January 1, 2005

Discovery becomes title sponsor of the Discovery Channel Pro Cycling Team, featuring now seven-time Tour de France winner Lance Armstrong.

January 1, 2005

Discovery Wings Channel transitions to Military Channel.

December 1, 2004

Discovery announces plan to roll out international high definition network, Discovery HD, worldwide

October 1, 2004

Discovery launches international lifestyle network portfolio Discovery Lifestyle Networks: Discovery Travel & Living, Discovery Home & Health and Discovery Real Time.

September 1, 2004

Discovery Channel launches in France, completing its footprint in western Europe.

March 1, 2004

Discovery Communications reaches one billion cumulative subscribers around the world.

March 1, 2004

Judith McHale, long-time Chief Operating Officer, named President and CEO, with John Hendricks remaining Chairman of Discovery Communications.

March 1, 2004

Discovery Communications creates fourth division, Discovery Education, the go-to source for the next generation of video-based learning

December 1, 2003

FitTV, the first 24-hour TV network devoted to fitness, launches in 40 million homes.

October 1, 2003

Trading Spaces: 100 Grand draws over nine million viewers – the highest-rated show in the history of TLC.

June 1, 2003

SilverDOCS: The AFI/Discovery Channel Documentary Festival launches in Silver Spring, Maryland.

March 1, 2003

Discovery Communications announces landmark partnership with world-renowned primatologist Jane Goodall.

October 1, 2002

Discovery Kids and NBC partner to create a three-hour programming block, “Discovery Kids on NBC,” on Saturday mornings.

June 1, 2002

Discovery Communications launches Discovery HD Theater, one of the first 24-hour high definition channels.

April 1, 2002

Discovery Communications and The New York Times Company form joint venture to launch the Discovery Times Channel (rebranded from Discovery Civilization).

January 1, 2002

Blue Planet: Seas of Life premieres on Discovery Channel.

October 1, 2001

Discovery Channel becomes the world’s most widely distributed television brand, surpassing more than 400 million households reached worldwide.

September 1, 2000

Animal Planet’s global reach breaks the 100 million subscribing household mark.

April 1, 2000

Discovery Channel’s Walking with Dinosaurs breaks the all-time cable ratings record set by Raising the Mammoth.

April 1, 2000

Discovery Channel reaches 100 million subscribing households in 146 countries outside of the United States, bringing its worldwide count to 178 million.

March 1, 2000

Discovery Channel breaks the all-time cable ratings record with the premiere of Raising the Mammoth.

October 1, 1999

Discovery Channel Young Scientist Challenges debuts in Washington, DC and names the first middle-school student as “America’s Top Young Scientist.”

August 1, 1999

Discovery Communications launches Discovery Health Channel.

April 1, 1999

Discovery Communications partners with the National Parks Foundation to create innovation centers at the Washington Monument and produce “Park Docs” for America’s national parks.

August 1, 1998

John Hendricks receives the prestigious Governor’s Award for the TLC series, Great Books, from the National Academy of Television Arts and Sciences.

June 1, 1998

Discovery en Español launches, making it Discovery Communications’ first Spanish-language channel in the United States.

March 1, 1998

Discovery Communications forms a global joint venture with the BBC.

December 1, 1997

Travel Channel acquired.

November 1, 1997

The Discovery Channel Global Education Partnership launches its first Learning Center in South Africa.

July 1, 1997

Animal Planet makes international debut with launches in the Nordic region and Central and Eastern Europe.

August 1, 1996

Discovery Communications announces plans to launch five new digital networks: Discovery Science, Discovery Kids, Discovery Civilization, Discovery Home and Leisure and Discovery Wings.

June 1, 1996

Discovery Communications acquires The Nature Company’s 114 retail stores and launches Discovery Channel Stores.

June 1, 1996

Discovery Communications launches Animal Planet, the only channel dedicated to the relationship between people and animals.

December 1, 1995

Discovery Channel airs the award-winning six-part series Yugoslavia: Death of a Nation.

February 1, 1994

Discovery Channel launches in Latin America.

January 1, 1994

Discovery Channel launches in Asia.

April 1, 1992

Discovery airs In the Company of Whales, which was filmed in 15 countries and several oceans across the planet.

May 1, 1991

Discovery Communications acquires The Learning Channel (TLC).

September 1, 1989

Discovery Channel airs its first original program, Ivory Wars.

April 1, 1989

Discovery Networks International launches Discovery Channel in the United Kingdom.

July 1, 1988

Discovery Channel debuts Shark Week¸ the first-ever branded programming stunt on cable television.

February 1, 1987

Discovery Channel airs Russia: Live From the Inside, giving Americans 66 hours of live Soviet television.

June 17, 1985

John Hendricks, Founder and Chairman, launches Discovery Channel with 156,000 subscribers in the United States, the first program to air is Iceberg Alley.