ID ADDICTS: DISCOVERY’S LATEST GENERATION OF GLOBAL SUPERFANS
Discovery has embraced an ever changing technology landscape since our early days. We are now rapidly evolving how and where we reach viewers, particularly younger viewers.

Our key strategic priority remains investing in content that people love on a global scale. In the first quarter, we delivered on that priority with brand strength and solid viewership worldwide. Looking ahead, we are evolving our brands and offerings in a world with 7 billion screens, with our clear commitment to reach more viewers across more screens than ever before with our world-class content and IP.

With that goal in mind, we consistently review off-screen costs to prioritize our investment in great content and improve our operating margin. The ultimate goal is to maximize our pay-TV business while propelling future growth in four strategic priority areas: more loved content; sports and other valuable IP, digital services and over-the-top products; and international growth markets. This strategy ensures the long-term financial health and profitability for Discovery for years to come, thereby continuing our leadership position and further advancing our innovative, platform-agnostic approach to building audiences.

Discovery has embraced an ever changing technology landscape since our early days. We have continued to thrive by innovating and investing in developments such as HD, digital cable, 3D, and now new digital platforms. As we own most of our IP, we are rapidly evolving how and where we reach viewers, particularly younger viewers. Recent highlights from the quarter include:

- Web-native content aggregated under two key brands: Seeker and SourceFed. With a talented lineup of personalities and diverse topics, Discovery Digital Networks is reaching younger audiences and boasts more than 300 million streams each month.
- Discovery VR, which recently won a coveted Webby award, has more than 80 pieces of virtual reality content, more than 650,000 downloads and 30 million views.
- Direct-to-consumer offerings Eurosport Player and Dplay have seen double-digit year-over-year subscriber growth for both services. Our captivating, exclusive content on these platforms is attractive to consumers and is complementing our linear channels.

With strong advertising and affiliate trends in the U.S. and strategic investments driving value across our unparalleled international platform, our first quarter results set the stage for a great year for Discovery. Our plan to reduce costs while investing in the future, as well as our strong brands, global footprint and ever improving offerings of programming and platforms, ensures our ability to drive meaningful value for audiences, advertisers, affiliates and shareholders.

Discovery Communications announced plans to build on its success reaching millennial audiences online when it unveiled an all-new Seeker at the Upfront Press Breakfast in March. A web-native network with more than 250 videos premiering every month, Seeker’s presence will span digital and social platforms, as well as a reimagined Seeker.com launching in May. Discovery Digital Networks originally launched Seeker in March 2015. The refreshed brand will expand on that foundation by bringing together established online brands, including DNews, TestTube, Seeker Stories, Revision3 and more, and introducing new content focused on science and exploration, which will include web documentaries and live online events.

**ALL-NEW ‘SEEKER’ TO FEED BRIGHT, CURIOUS MINDS ONLINE**

David Zaslav is President and Chief Executive Officer of Discovery Communications and serves on the company’s Board of Directors.

**DISCOVERY U.S. AD SALES DELIVERS WITH ‘ONE DISCOVERY’ DURING UPFRONT SEASON**

Discovery’s U.S. ad sales team once again brought tailored Upfront presentations directly to the media-buying agencies through a series of 12 in-agency meetings in Chicago, New York and Los Angeles this spring. In addition to highlighting upcoming programming, the presentations unveiled capabilities around ad sales’ new custom marketing platform, One Discovery, which connects clients’ brands with Discovery’s superfans to more effectively drive business results for advertising partners. The new platform utilizes Discovery’s resources, including content, technology and data to put advertisers at the center of every consumer touch point. On March 31, Discovery continued Upfront season with its second annual Upfront Press Breakfast unveiling each network’s most promising new programs to nearly 100 top-tier national press outlets in NYC.
ID ADDICTS: DISCOVERY’S LATEST GENERATION OF GLOBAL SUPERFANS

A GLOBAL NETWORK OF DISCOVERY SUPERFANS

Discovery Channel superfans propel the network’s Facebook, Twitter and Instagram engagement up 36% in the first quarter.

Europarl

Superfans have made Europarl.com the most visited sports website in Europe with an average of 14 million unique users per month.

Europe with an average of 14 million Superfans have made Eurosport.com tuned in to BARRETT-JACKSON LIVE 250,000 Today, OWN boasts nearly OWNer community receive first-look sneak peeks, and are invited to chat socially-active superfans known as “OWNers.” Members of the online OWN community receive first-look access to photos, show clips and sneak peeks, and are invited to chat live with OWN stars.

INVESTIGATION DISCOVERY

More than 4 million Velocity superfans fared in to BARRETT-JACKSON LIVE in Scottsdale in January, driving Velocity to its best Prime ratings and delivery week ever. Turbo Facebook pages reached 1.6 million fans at the end of first quarter.

OWN

Today, OWN boasts nearly 250,000 socially-active superfans known as “OWNers.” Members of the online OWNer community receive first-look access to photos, show clips and sneak peeks, and are invited to chat live with OWN stars.

Investigation Discovery launched in the U.S. in 2008. Just eight years later, the network is a global hit, topping the charts among women in the U.S. and around the world. What’s the secret to its success?

It’s an incredible time to be in the true crime genre - never has there been such attention to these riveting, high-stakes stories. The best news for Discovery is that while other networks dabble in our form of storytelling, ID is the one and only place to find these real stories of mystery and suspense 24 hours a day and seven days a week in the U.S. and, increasingly, across the globe. If you look at the New York Times bestseller list or the latest box office returns, you’ll see that thrillers and suspense stories are universally appealing across all categories of entertainment. That is mirrored in ID’s success as the #1 network for women in America beginning in fourth quarter. We take an incredible amount of care with these stories with some of the best producers in the country crafting an unprecedented 650 hours of content per year. All of these factors give us confidence that this genre will resonate for years to come and work globally.

What is it about ID’s content that both draws viewers in and keeps them coming back for more? Is there a formula for an ID hit?

Truth really is stranger, and more compelling, than fiction. The content draws in viewers because it is real and we underscore that with our tagline: Real People. Real Stories. When you start watching an ID show you simply cannot stop. You have to know why this happened and, most importantly, who was the culprit. The luxury we have as a focused genre network is that we know if our viewers loved the show at 8pm, they will also love what we program at 9pm, 10pm and from daytime to overnight. Our consistency is one of our best assets. And while we talk about our #1 ranking for longest length of tune in all of television for women, we are also incredibly successful with men. ID has the longest length of tune for PS25-54 and is a top-10 network for delivery in that demo because our content can be viewed together.

Tell us about ID’s superfans. Who are ID Addicts? How are they engaging with the network beyond tune-in?

Our ID superfans love to solve puzzles. They watch our shows actively because they want to study the evidence and crack the case. They also seek out our content beyond linear television. We’re very excited about the growth of CrimeFeed.com, our crime news site; our engagement on Facebook and Twitter; and, our success with podcasts. We’ve also created more opportunities for viewers to find our content through “bookazines” – shorter than a book, but longer and more focused than a magazine - sold on newsstands and through creative content partnerships with venerable brands like Vanity Fair, Glamour – for our pro-social Inspire a Difference campaign - and, beginning in the fourth quarter, People Magazine.

As any good ID Addict would ask…what’s up next?

“We’re really looking forward to our first IDCon in June, the ultimate fan event for our avid viewers where we will bring together a roster of our top hosts for a full day of fan interaction in New York. The event was fully “sold out” within hours of announcing it, with over 5,000 on the waiting list as i write this! The response was so overwhelming that we’re planning to live stream much of the action on Facebook. IDCon will also give us a terrific way to introduce some of our new and upcoming presenters and talent, including Garry Maddox, our Charlotte detective from ‘I AM HOMICIDE’, Graham Hetrick from THE CORONER: I SPEAK FOR THE DEAD and our first-ever fully serialized program THE VANISHING WOMEN. Our spring and summer programming slate features more than 10 new and returning series in May and June alone with those real people and real stories fans have come to expect from ID. These series represent the mix that we seek to provide between programs that inform, entertain and, indeed, perhaps on occasion, inspire.”
WATCH WITH THE WORLD:
PROGRAMMING & RATINGS HIGHLIGHTS

#1 AD-SUPPORTED CABLE NETWORK AMONG MEN, AND
BOASTING ITS BEST FIRST QUARTER IN MORE THAN A DECADE
AMONG WOMEN®

- Owned eight of the top 10 unscripted cable series in first quarter, with GOLD RUSH claiming the #1 spot on all of television among men on Friday nights.
- SHARK WEEK, television’s longest running and most anticipated summer event, returns Sunday, June 26 and continues through Sunday, July 3 with all-new compelling and jaw-dropping shark stories and SharkCam technology.
- International growth driven by success in Brazil, with average audience up 27%, and in Russia, with average audience up 17%.

TOP 10 AD-SUPPORTED CABLE NETWORK AMONG WOMEN
FIVE NIGHTS A WEEK IN FIRST QUARTER

- Ratings in first quarter up 20% versus the previous quarter with double to triple-digit gains five nights of the week, driven by MY 600LB LIFE, THE LITTLE COUPLE, and KATE PLUS 8.
- Coming this spring, new series OUTDAUGHTERED captures Danielle, Adam and their 4-year-old daughter Blayke adjusting to a new normal as they welcome home the only set of all-female quintuplets in the U.S.
- TLC Germany soared this quarter with average audience up 122% year over year.

BEST QUARTER IN NETWORK HISTORY ACROSS KEY DEMOS
FOR PRIME DELIVERY

- Average audience topped more than 1 million P2+ viewers in Prime during first quarter, led by original series HOMICIDE HUNTER: LT. JOE KENDA, which averaged nearly 2 million P2+ viewers.
- For its first-ever serialized docuseries, THE VANISHING WOMEN, ID has teamed up with Ohio law enforcement in an ongoing investigation of six open cases which will unfold throughout the six-part series beginning on Monday, June 6.
- Average international audience up 7% in first quarter, led by a large audience in Latin America.

HIT SERIES PIT BULLS & PAROLEES AND FINDING BIGFOOT
RETURNED STRONG, SURPASSING THEIR YEAR AGO LEVELS
DURING FIRST QUARTER

- In 2016 to-date, five programs have delivered at least 1 million P2+ viewers including TREEHOUSE MASTERS, FINDING BIGFOOT, PIT BULLS & PAROLEES, NORTH WOODS LAW and PUPPY BOWL.
- New series THE VET LIFE will premiere in June, following three veterinarians as they navigate the balancing act of running their newly-opened animal hospital and managing lives at home.
- New documentary franchise ANIMAL PLANET PRESENTS launched in April with the premiere of LIFE AFTER: CHERNOBYL and will continue with the premieres of MILLION DOLLAR DUCK and I BOUGHT A RAINFOREST in the coming months.

HIGHEST-RATED QUARTER EVER AMONG KEY DEMOS IN PRIME
AND TOTAL DAY

- WHAT ON EARTH became Science Channel’s most-watched series of all time during first quarter with a season average of nearly 800K total viewers.
- HOW IT’S MADE will continue to mesmerize viewers with the iconic voice of narrator Brooks Moore when it returns for the premiere of its 14th season on Thursday, May 5.
- Nearing 100 million cumulative international viewers, Science Channel continues to reach larger audiences around the globe.

#1 NETWORK FOR MEN IN PRIME WITHIN ITS DISTRIBUTION
TIER, AND CELEBRATING ITS BEST-DELIVERING QUARTER EVER

- January marked Velocity’s best month ever in Prime ratings and delivery among key demos, driven by the BARRETT-JACKSON LIVE broadcast from Scottsdale which propelled Velocity to its #1 Prime week ever in P25-54 and P18-49 ratings and delivery.
- International phenomena WHEELER DEALERS returns to Velocity on Wednesday, June 29 as hosts Mike Brewer and Edd China hit the shop in Huntington Beach, California.
- Turbo is strong in Asia Pacific, claiming 40% of the top 10 programs in the region during first quarter.

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* Discovery Channel finished the first quarter as the #1 non-sports cable network in M25-54.
WATCH WITH THE WORLD: PROGRAMMING & RATINGS HIGHLIGHTS

- New drama series GREENLEAF from Lionsgate TV and Emmy-nominated writer/producer Craig Wright follows the lives of the wealthy and powerful Greenleaf family and their sprawling Memphis megachurch beginning with a two-night premiere on Tuesday, June 21 and Wednesday, June 22.
- Discovery Family will honor moms with a MOTHER’S DAY MARATHON on Sunday, May 8 featuring a collection of episodes from home transformation show WHILE YOU WERE OUT, followed by an evening of films with ROBOTS and ICE AGE.
- New prime series THE AMERICAN NURSE, exploring some of the biggest issues facing America including aging, war, poverty, and prisons through the work and lives of five nurses.
- Hit series THE HAVES AND THE HAVE NOTS was the #2 original scripted series on all of ad-supported cable and the #1 original cable series on Tuesday nights among W25-54 and W25-59 in first quarter.
- Discovery Life will celebrate Nurse’s Day in May with the premiere of THE AMERICAN NURSE.
- Discovery Communications announced in March the launch of One Discovery World, a new international ad sales division created to maximize the value of the company’s portfolio of TV channels and digital products for advertisers. One Discovery World will take Discovery’s world-class storytelling and platforms, as well as Eurosport’s live events and recently acquired rights to the Olympic Games for 2018-2024, to provide an industry-leading suite of assets and services to clients.
- AHC and Huffington Post have teamed up with the Welles Remy Crowther Charitable Trust in a nationwide search open until Wednesday, July 6 to find the winner of the second annual RED BANDANNA HERO AWARD, honoring the ultimate everyday hero who exemplifies the American spirit. The award was inspired by September 11, 2001 hero Welles Remy Crowther.
- Highest-rated first quarter and March ever among women, boasting 8% ratings growth among W25-54 during the quarter. New franchise PARANORMAL LOCKDOWN took the crown as Destination America’s highest-rated series premiere ever for the network in all key demos, including P2+.
- Discovery Networks CEEMEA has further expanded its portfolio in the Middle East and North Africa following the March launch of Discovery Networks Central and Eastern Europe, the Middle East and Africa (‘CEEMEA’), the launch of Discovery’s new premium channel, Discovery Turbo Xtra on OSN in June and the launch of Discovery’s historic partner in the region, is bringing Discovery’s content to more viewers than ever before through a total of six channels, including Fatafeat HD, which is moving from free-to-air to pay-TV, Discovery Turbo Xtra and Animal Planet HD all available now, as well as Discovery Kids HD, Discovery Life HD and DMX HD launching in August of this year.
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- Local Production RAILROAD AUSTRALIA Breaks Records
- Discovery Channel Australia’s new local production and first ever co-production with Discovery Channel UK, RAILROAD AUSTRALIA, launched in March with recording-breaking success, becoming the highest rating local production in the channel’s history. The premiere episode performed 526% above Prime average and the series continues to draw strong audiences with each premiere episode, topping its entry each week. RAILROAD AUSTRALIA travels across one of the planet’s most extreme and hostile terrains, where a tough crew of men and women work to keep Australia’s lifeblood flowing through a complex rail system.
- New Deals and Appointments Bolster Momentum Ahead of Olympic Games
- In March and April, Discovery announced Olympic Games distribution deals with NOS in the Netherlands and YLE in Finland. These sublicense agreements are part of Discovery’s strategy to bring the world’s biggest sporting event to more viewers across more screens than ever before. The NOS deal follows an agreement with the BBC announced in February and will allow NOS to sublicense free-to-air audio visual and radio rights for the 2018 and 2020 Olympic Games. The package also includes digital rights to content broadcast on its linear TV channel. As part of the deal, Eurosport has exclusive live rights to two key sports for both the 2018 and 2020 Olympic Games, including ice hockey for the Olympic Winter Games PyeongChang 2018. As part of the YLE deal, the national broadcaster can air five simultaneous events from both Olympic Games on its own digital platforms and, of these, up to two simultaneously on its own broadcast channels. In addition to these landmark deals, Discovery in March announced several new executive appointments including Dominic Bailie, Chief Technology Officer, Olympics & Sports, and Simon Farnsworth, Senior Vice President, Olympic Technical Distribution. These appointments show Discovery’s key focus on its strategic goal to put technology at the core of delivering a successful Olympic Games experience, and to drive innovation throughout the business.
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PROGRAMMING FOR A GLOBAL AUDIENCE: DISCOVERY NETWORKS INTERNATIONAL

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After a 14-Year Run on Discovery, MYTHBUSTERS Says Farewell with an Epic Celebration

On Saturday, March 5, Discovery Channel’s longest-running series MYTHBUSTERS said farewell in spectacular style with an epic finale celebration, which took place at The Forgery cocktail lounge in San Francisco. Hosted by the Discovery Channel and executed by Discovery Global Events, the unforgettable finale party brought together hosts Adam Savage and Jamie Hyneman, former host Kari Byron, producers, and crew members as well as Discovery and Science Channel executives from the series’ 14-year run. The evening was a celebration of all things MYTHBUSTERS.

After 248 episodes, 2,950 experiments, 1,050 myths, 900 explosions, and seven Emmy nominations, the iconic television series led an exciting and brand new approach to science and accomplished what had never been done before: making science fun. During the reunion special, which featured congratulatory messages from President Barack Obama and celebrity fans including Neil deGrasse Tyson, James Cameron and Vince Gilligan, MYTHBUSTERS showrunner Dan Tapster gave a heartfelt toast to the guests for their immense contributions throughout the years. Fans can still catch MYTHBUSTERS episodes as it will continue to air regularly on Science Channel.

Discovery VR, Gillette Team Up for Heart-Pounding Experience at SXSW

In March, Discovery Communications and Gillette partnered to bring the excitement of extreme pressure experiences to those attending SXSW and wider audiences through Discovery VR. Attendees at the iconic festival in Austin, Texas experienced a variety of heart-pounding virtual reality scenarios – from riding a roller coaster to swinging through a canyon – with 4D enhancements, such as movement pressure experiences to those attending SXSW and wider audiences through Discovery VR. Attendees at the iconic festival in Austin, Texas experienced a variety of heart-pounding virtual reality scenarios – from riding a roller coaster to swinging through a canyon – with 4D enhancements, such as movement and brand new approach to science and accomplished what had never been done before: making science fun. During the reunion special, which featured congratulatory messages from President Barack Obama and celebrity fans including Neil deGrasse Tyson, James Cameron and Vince Gilligan, MYTHBUSTERS showrunner Dan Tapster gave a heartfelt toast to the guests for their immense contributions throughout the years. Fans can still catch MYTHBUSTERS episodes as it will continue to air regularly on Science Channel.

Discovery Launches Comprehensive Efforts Supporting World Wildlife Day

Discovery activated a number of programs in support of World Wildlife Day on Thursday, March 3 as part of the company’s ongoing commitment to confronting the wildlife trafficking crisis. This included the launch of Discovery.com/StopTheTraffic, an advocacy platform that provides viewers with the opportunity to send letters directly to U.S. Senators asking for their support in combatting illegal wildlife trafficking around the world. Discovery also joined the U.S. Wildlife Trafficking Alliance, announcing the launch of a partnership in partnership with the organization which will include the development of PSAs, short-form and virtual reality content as well as outreach to districts and schools partners to raise awareness using resources found on DiscoveryEducation.com. Discovery’s support for World Wildlife Day also included a groundbreaking projection display on the State Department building using images of endangered species from Discovery Channel’s RACING EXTINCTION, as well as an on-air wildlife programming block on Animal Planet.

Discovery Education Techbooks Earn Top Ratings in a Recent Independent Review of Digital Content for K-12 Classrooms

Discovery Education’s Science, Social Studies, and Math Techbooks were recently rated as top digital resources available to K-12 classrooms by SpotOn, an initiative of The Ohio State University. An award-winning digital textbook series, Discovery Education’s Techbooks are aligned to rigorous standards, support a comprehensive curriculum, and include robust professional development. SpotOn is a free, online database that has reviewed digital resources from 24 publishers such as McGraw-Hill, Houghton Mifflin, pearson, as well as free educational resources.

APPPOINTMENTS

Patrice Andrews Named General Manager of Animal Planet

Group President of Discovery, Animal Planet and Science Channel Rich Ross announced in April the appointment of Patrice Andrews as General Manager of Animal Planet. Beginning in June and based out of the New York office, Andrews will report to Ross and oversee all aspects of programming, production, development, marketing and day-to-day operations for the network. Andrews most recently served as Chief Operating Officer – East Coast for ITV Studios America. During her 5 year tenure with ITV, Andrews was responsible for the management and development of series that included MTV’s ROOM RAIDERS as well as several Discovery shows including Discovery Channel’s REBEL GOLD and TLC’s FOUR WEDDINGS, among others. Before joining ITV, Andrews was with A&E where she served as Executive Producer, Non-Fiction Programming and Development.

Discovery Appoints Michael Lang as Executive Vice President of International Development & Digital

Discovery announced in February the appointment of Michael Lang as Executive Vice President of International Development & Digital. Beginning in the newly created position in April, Lang leads Discovery Networks International’s Corporate Development with responsibility for both the strategy and execution of mergers, acquisitions, joint ventures, divestitures, and other equity-related transactions and third-party partnerships. Lang joined Discovery from Lang Media Group, an advisory and sponsor equity firm advising traditional and digital media clients on strategic issues, M&A, digital distribution, organizational needs, over-the-top product development, as well as venture and private equity capital raises.

Discovery Networks Iberia Names Vera Buzanello as General Manager

In April, Discovery announced 17-year veteran Vera Buzanello as Executive Vice President General Manager of Discovery Networks Iberia, where she is now responsible for Spain and Portugal. Having led the distribution side of the business in Iberia for a number of years previously, Buzanello returns to a market where she remains extremely established within the industry. Her new role as General Manager has a central focus on defining and implementing the growth strategy of Discovery Networks in the region, which includes six pay-TV and one free-to-air channel.

Guillermo Delfino Named Country Manager for Discovery Networks in the Southern Cone

Discovery Networks Latin America/U.S. Hispanic announced in February the appointment of Guillermo Delfino as Country Manager of Southern Cone operations, which encompasses Argentina, Bolivia, Chile, Paraguay and Uruguay. Based in Discovery’s Buenos Aires office, Delfino oversees business and operational activities for the region and is focused on delivering ratings-revenue and profitability, leading the affiliate and sales teams, developing ad sales and brand partnerships, interpreting market trends and needs, and analyzing and evaluating business opportunities. Delfino joins Discovery following more than 15 years at DIRECTV, most recently as Senior Vice President of Marketing & Sales.

Discovery Among Other Industry Leaders to Invest in OTOY

Discovery announced in April an equity stake in cloud graphics technology company OTOY. OTOY technology supports the delivery of original holographic content across TV, mobile, web, social and emerging wearable platforms including VR and AR, and will be used to develop new content for Discovery VR. The Series D round of investment also included HBO and Liberty Media.
## BY THE NUMBERS

**U.S. NETWORKS (MILLIONS)**

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\[1\] Subscriber numbers as of March 31, 2016, according to The Nielsen Company in the U.S. and internal data review and external sources outside of the U.S. [2] Subscriber numbers include unbranded programming blocks in China, which are generally provided without charge to third-party channels and represented approximately 270 million subscribers as of March 31, 2016, plus non-controlled joint ventures and brand partnerships. [3] U.S. Hispanic networks are distributed to U.S. subscribers, but are operated as part of Discovery International Networks. [4] Discovery Channel's international subscriber figures include the Discovery HD Showcase brand.