



Media Alliance to Distribute Discovery Networks Channels in Russia

August 27, 2015

Discovery Communications and National Media Group today signed an agreement to form Media Alliance, a limited liability company in compliance with Russian media laws. Media Alliance will distribute the Discovery and Eurosport Pay-TV portfolio in Russia and develop a regional free-to-air channel. Completion of the transaction is expected to occur in the coming weeks, subject to customary closing conditions including regulatory approval.

Media Alliance will distribute Discovery's portfolio of 11 Pay-TV educational, scientific and factual channels, which are popular across Russia. Local favorites Discovery Channel, TLC and Animal Planet are all market leaders in non-fiction content, while the newest addition to the Discovery family, Eurosport, is the leading Pay-TV sports channel in the market. In recent years, Discovery has increased the number of local channels and productions in Russia. International hit shows include *Through the Wormhole with Morgan Freeman*, *MythBusters* as well as the forthcoming *Racing Extinction*, which was recently featured at the Moscow International Film Festival.

"The agreement to form Media Alliance is a further example of Discovery's global strategy to extend the reach of our high quality content across all categories and platforms. Russia remains an important market and we are confident that this deal will allow us to continue our growth there," said Kasia Kieli, President and Managing Director, Discovery Networks Central & Eastern Europe, Middle East and Africa.

"With this arrangement, Discovery will keep providing Russian citizens with the scientific, educational and factual content that we have broadcast for 17 years," said Olga Paskina, Senior Vice President and Country Manager of Discovery Networks, North East Europe.

Olga Paskina will take the position of Media Alliance General Director in addition to her responsibilities for Discovery's operations across North East Europe. She has extensive experience in strategic leadership and operational management, having previously held leadership positions in Russian and international companies.

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