



Discovery Communications to Form Strategic Relationship with Doğuş Media Group in Turkey

August 3, 2015

- *Doğuş to manage Ad Sales for Discovery's portfolio*
- *Discovery to acquire CNBC-e, its first FTA channel in Turkey*

Discovery Communications, the world's number one pay-TV programmer, today announced that it has agreed to form a strategic relationship with Doğuş Media Group, one of the leading media groups in Turkey, to increase its portfolio to 13 channels and strengthen its ad sales offer, reinforcing the company's position as a leading international media company in Turkey. This announcement follows a period of impressive growth for Discovery in the market, which includes the opening of a local office in 2012, full distribution across all major Turkish pay-TV platforms, the launch of local advertising and continued investment in its channel portfolio.

"Turkey has been an important market for Discovery for 17 years and we are proud of our position as one of the leading international broadcasters in the country," said Kasia Kieli, President & MD, Discovery Networks Central & Eastern Europe, Middle East and Africa. "Discovery's global success is based on building strong local teams and looking for new opportunities that build scale in key markets. Our expanded relationship with Doğuş, including ad sales representation, and new investments such as the acquisition of the CNBC-e channel, will see us reach the next level in Turkey."

"Doğuş Media Group holds a leading position in the Turkish television industry through the ownership of both thematic and mainstream television channels, as a Turkish media conglomerate that has demonstrated a consistent growth record since 1996," said Doğuş Media Group's Chairman, Erman Yerdelen. "From the outset, Doğuş Media Group has set successful examples in the international arena by partnering with the world's leading brands. Today, we are proud to announce that Doğuş Media Group and one of the strongest media groups in the world, Discovery Communications, have reached an agreement on the mutual goal of growing and diversifying Discovery's broadcasting portfolio in Turkey. With this strategic relationship, Discovery's Turkish viewers will enjoy a greater variety of choice in entertainment."

Doğuş Appointed as Discovery's Exclusive Ad Sales Representative in Turkey

The first step of this relationship will see Doğuş Media Group appointed as Discovery's exclusive ad sales representative in Turkey, starting from September 1st. In close partnership with James Gibbons, EVP for Discovery's Emerging Business region and Sissian Margos, in the newly created position of General Manager for Discovery Networks Turkey, Doğuş will be responsible for selling Discovery's entire commercial portfolio, including local versions of Discovery Channel, Animal Planet and Discovery Science, as well as securing sponsorship opportunities from Turkish advertisers.

Discovery Set to Acquire Doğuş-Owned Channel CNBC-e

Discovery has also agreed to acquire the national free-to-air news and entertainment channel, CNBC-e, from Doğuş Media Group. This marks Discovery's first step into the Turkish free-to-air segment. Assuming customary closing conditions are satisfied, the acquisition is expected to be concluded later this year. CNBC-e will continue to air as is and be operated by the existing team during the interim.

"Turkey is a dynamic TV market where free-to-air plays a crucial role. With the addition of a free-to-air channel in our portfolio of documentary, factual entertainment and sports channels, we will have a stronger offering for our viewers and commercial partners, and we look forward to working alongside Doğuş to increase the scale of our business in Turkey," said James Gibbons, EVP Discovery Network's Emerging Business. "This effort will be spearheaded by Sissian Margos, General Manager for Turkey, working closely with our colleagues and partners."

Additional Information

- Margos will oversee all processes related to the collaboration with Doğuş and will provide strategic leadership on the ground. Margos has successfully managed Discovery's Turkish business for the last three years in her former position of Commercial Director, supervising the opening of Discovery's local office in 2012 and its commercial success to date.
- CNBC-e is a national free-to-air channel in Turkey, with 70% of Turkish ABC1 adults 20-50 saying they tune in frequently. The channel offers a mixture of news, international entertainment and scripted content[\[1\]](#).
- Discovery's diverse portfolio enjoys high awareness and popularity levels in Turkey, thanks to compelling content and distinctive brand values such as variety, innovation and entertainment. Four of Discovery Networks' channels rank within the top 10 most frequently watched pay TV channels in Turkey[\[2\]](#). Discovery Channel leads the way as the #1 international channel in Turkey amongst affluent male viewers based on viewing in the last 12 months.[\[3\]](#)

To download photographs of the Discovery and Doğuş executives, please click [HERE](#).

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 pay-TV programmer reaching nearly 3 billion cumulative subscribers in more than 220 countries and territories. For 30 years Discovery has been dedicated to satisfying curiosity and entertaining viewers with high-quality content through its global television brands, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network. Discovery controls Eurosport, the leading pan-regional sports entertainment destination across Europe and Asia-Pacific. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education, and a digital leader with a diversified online portfolio, including Discovery Digital Networks. For more information, please visit

[1] Source: Online survey with 423 ABC1 Turkish viewers conducted by MetrixLab for Discovery Communications (Feb 2015)

[2] Source: Online survey with 601 Turkish Pay TV subscribers conducted by Netfluentials for Discovery Communications (Dec 2014).

[3] Source: Ipsos Affluent Survey Europe 2015.

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