



Discovery Communications to Launch First Channel on Freeview in UK

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- Company Wins Competitive Auction for Position on SDN Multiplex -

LONDON, Oct. 17 /PRNewswire-FirstCall/ -- Discovery Communications today announced it has secured a channel position on Freeview, the UK's digital terrestrial television (DTT) platform. The deal with UK multiplex operator, SDN Ltd, a wholly owned subsidiary of ITV plc, will see the channel launch in early 2009.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080918/NETH035LOGO>)

The channel will draw upon Discovery Communications' vast library of high-quality factual, entertainment and lifestyle programming and also includes scripted acquisitions especially for the new channel.

Discovery Communications launched its first international channel in the UK in 1989. The UK business has grown to a robust portfolio of 11 pay-TV channels available through SKY, Virgin Media and other platforms.

David Zaslav, president and CEO of Discovery Communications, said, "Discovery Communications is very proud to bring its first channel to Freeview. Our first international channel launched in the UK nearly 20 years ago and the company always has been 'platform neutral' in its distribution strategy. Discovery Communications' Freeview channel will both complement and enhance our offerings and portfolio position in the critical UK market."

Dan Brooke, managing director of Discovery Networks UK, added, "The UK now has the most competitive and diverse TV market in the world and the launch of a Freeview channel is an important element in expanding consumer reach. We have talked to Freeview viewers: they love our programming, and once they have sampled it, we are confident they will want to experience the richness and variety of our content on other media platforms."

Jeff Henry, managing director, ITV Consumer, said: "SDN is delighted to be working with Discovery Communications to enhance Freeview's channel offering even further. Freeview continues to go from strength to strength and is now firmly established as the UK's most successful digital platform with primary sets in nearly 10 million UK homes. A staggering 12 million Freeview devices were sold in the last year alone, many of them converting second and third sets. On the back of this, it is little wonder that Freeview capacity remains such a sought-after commodity."

Details of the new channel and its name will be unveiled by Discovery Communications closer to launch.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks. For more information, please visit <http://www.discoverycommunications.com>.

About SDN

SDN is a UK-based digital terrestrial television (DTT) multiplex operator, acquired by ITV plc in March 2005. It holds the license from Ofcom to broadcast DTT channels over a specified bandwidth, and constitutes roughly a sixth of UK's current DTT capacity, or a third of all commercially available capacity. SDN derives its income from content providers who would like their channels to be broadcast to the nation's growing numbers of DTT homes. The channels are then marketed to consumers as part of the Freeview, Top Up TV, or BT Vision services. SDN revenues in 2007 were 33m pounds Sterling vs. 16m pounds Sterling in 2005.

Within SDN's current capacity of up to nine full videostreams, half is reserved under the 1996 Broadcasting Act for use by Five which broadcasts its three channels on DTT and sub-licenses the remainder of the capacity to Top Up TV. The other channels carried by SDN include QVC, Price Drop TV, Nuts TV, CITY, Bauer Radio, and Teletext.

SOURCE Discovery Communications