



Discovery Communications Agrees to Form Leading Automotive Media Company through Consolidated Joint Venture with TEN: The Enthusiast Network

August 3, 2017

Venture will combine: linear network [Velocity](#), [MotorTrend.com](#), [Motor Trend YouTube channel](#), [Motor Trend OnDemand](#) OTT service and TEN's complete portfolio of automotive digital, social, live events, and original content

Venture aims to nourish automotive superfans on all platforms, garner incremental share of multibillion-dollar automotive ad market and provide a quality male audience to general-market advertisers. It also marks Discovery's first direct-to-consumer OTT push in the U.S.

- Cumulative reach of more than 150 million auto superfans spanning 50+ brands across TV, digital, subscription video-on-demand, social, print and live event properties
- Velocity, the #1 TV network for automotive fans in the U.S., available in 73 million homes
- Nearly 100,000 paying subscribers to Motor Trend OnDemand OTT service
- Motor Trend, the #1 automotive publisher on YouTube with 5+ million subscribers and nearly 1.5 billion cumulative video views
- 2,000+ hours of content on the top automotive digital video subscription service and a library of nearly 7,000 hours of Velocity content
- Nearly 1 billion monthly social video views

Silver Spring, Md. – [Discovery Communications](#) announced today that it has agreed to form a new consolidated joint venture with [TEN: The Enthusiast Network](#). The venture will bring together Discovery's Velocity channel, the number one automotive TV network, and TEN's entire automotive digital, direct-to-consumer, social and live event portfolio including industry leading brands Motor Trend, Hot Rod, Roadkill, Automobile, and more than 20 others. The venture will create a top automotive media company in the U.S. and an unrivaled destination for automotive enthusiasts, auto buyers and advertisers looking to reach this high-quality audience on all screens and platforms. Discovery will take a majority controlling interest in the venture.

"Continuing with Discovery's strategy to reach superfans on all platforms in popular and durable content categories, this joint venture brings together the most trusted media brands in the automotive industry to create a multiplatform business with the reach, talent, and consumer insights to nourish car enthusiasts on all devices," said David Zaslav, President and CEO, Discovery Communications. "By combining popular brands like Motor Trend, Hot Rod and Velocity, this venture will create a content engine that fuels not only our linear platform but also new direct-to-consumer, social and mobile opportunities with the goal of owning the car vertical across all platforms."

Unparalleled 360-Degree Solution for Advertisers

Upon closing of the transaction, the venture, to be called **TEN: A Discovery Communications Company**, will offer advertisers a unified offering with a combined reach of more than 150 million automotive superfans, car buyers and a quality male audience. The new venture will also bring proven expertise in the branded content space, as well as sophisticated audience targeting capabilities.

While TEN's print businesses will not be contributed to the new venture, a commercial agreement will allow for continued cross-promotion between the print portfolio and the new venture for a true multiplatform, 360-degree advertising offering.

"This venture is about giving advertisers the quintessential way to reach auto enthusiasts, prospective car buyers and an affluent male audience that buys a lot more than cars," said Paul Guyardo, Chief Commercial Officer for Discovery Communications. "It's also about giving consumers OTT access to world-class automotive content on every screen."

Guyardo will serve as CEO, and Chairman of the new venture's Board of Directors in addition to his current responsibilities. Leading the new venture will be Scott Dickey, President of TEN, and Bob Scanlon, who will be appointed President of Velocity and TEN Video Content. Both Dickey and Scanlon will report to Guyardo.

New U.S. Direct-to-Consumer Offering

With plans to add Velocity content to TEN's Motor Trend OnDemand subscription video on demand (SVOD) service, the new joint venture will mark Discovery's first direct-to-consumer push in the U.S. and a growth opportunity for the country's top automotive video subscription service. Motor Trend OnDemand will feature thousands of hours of automotive video, including exclusive original series, such as Roadkill, Head2Head, Dirt Everyday and Ignition alongside motorsports and

live auto event content. Motor Trend OnDemand also will offer new, original content featuring some of the best-known talent from series across TEN and Velocity, including WHEELER DEALERS, BITCHIN' RIDES, BARRETT-JACKSON LIVE, FANTOMWORKS, SPEED IS THE NEW BLACK, IRON RESURRECTION, THE AUTO FIRM WITH ALEX VEGA, and GARAGE SQUAD, and will be available across millions of connected devices via IOS/Apple TV, Google Play, Roku, Xbox, Chromecast and Amazon platforms.

"Velocity is the fastest growing network on cable since launching in 2011 and is the #1 television destination for automotive super fans, with a stable of experts and personalities that represent the most respected names in the car world," said Scanlon. "By combining Velocity and TEN's high-quality content, wide-reaching talented hosts and comprehensive production expertise, we are creating a powerhouse of short-, mid- and long-form content for the passionate and growing base of automotive super fans in the U.S. and around the world."

"TEN's automotive brands have become leaders in their categories by delivering a high quality, high engagement audience," said Dickey. "We've made significant investments in digital, mobile, experiential and SVOD/direct-to-consumer. Working closely with Discovery, we believe these investments, combined with the appeal of Velocity, will allow us to collectively expand leadership in the multibillion-dollar automotive market."

In the future, TEN has an option to put its stake in the venture to Discovery at fair market value. Discovery will have an option to acquire 100% of the new venture.

TEN is a portfolio company of GoldenTree Asset Management LP.

About TEN: A Discovery Communications Company

TEN: A Discovery Communications Company will bring together Discovery's fast-growing Velocity network and TEN's entire automotive digital, direct-to-consumer, social and live event portfolio including industry leading brands Motor Trend, Hot Rod, Roadkill, Automobile, and more than 20 others to form a top automotive media company in the U.S. Together, the company will reach more than 150 million cumulative fans and will encompass the #1 TV network for automotive superfans with Velocity; the #1 automotive YouTube Channel with Motor Trend; and the only auto-dedicated SVOD service with Motor Trend OnDemand.

About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) satisfies curiosity and captivates superfans around the globe with a portfolio of premium nonfiction, lifestyle, sports and kids content brands including Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velocity, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports and Home of the Olympic Games across Europe. Available in more than 220 countries and territories, Discovery's programming reaches 3 billion cumulative viewers, who together consume 54 billion hours of Discovery content each year. Discovery's offering extends beyond traditional TV to all screens, including TV Everywhere products such as the GO portfolio and Discovery Kids Play; over-the-top streaming services such as Eurosport Player; digital-first and social video from Group Nine Media; and virtual reality storytelling through Discovery VR. For more information, please visit www.discoverycommunications.com.

CONTACTS:

For Discovery:

Catherine Frymark 240-662-2934

Catherine_Frymark@discovery.com

For The Enthusiast Network:

Ryan Payne 949-705-3105

RPayne@enthusiastnetwork.com