



## Discovery Communications and YouTube Announce Global Content Partnership

September 24, 2008

- Special MYTHBUSTERS Viral Myths Viewer Challenge Kicks Off New Program and Promotional Collaboration -

SILVER SPRING, Md. and SAN BRUNO, Calif., Sept. 24 /PRNewswire/ -- Discovery Communications and YouTube announced today the debut of nine YouTube Channels, featuring a robust collection of clips from Discovery's family of world-class network brands. Tailoring content to the global YouTube community, Discovery will also roll out a series of targeted international Channels showcasing localized and native language content for specific regions around the world. The partnership also includes a number of program promotion initiatives designed to tap into YouTube's engaged community and drive viewers to Discovery's networks.

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

"With YouTube's unmatched reach, Discovery fans from around the world now have another platform to engage with their favorite shows, and new audiences can sample our compelling nonfiction content like never before online," said Josh Freeman, executive vice president, digital media, Discovery Communications. "Our partnership with YouTube is a significant step in the company's strategy to expand the global reach of our content on the web and draw new viewers to our networks."

"Our partnership with Discovery exemplifies how the YouTube platform can drive deeper engagement with U.S. viewers and help programs find new fans around the world," said Jordan Hoffner, director of content partnerships for YouTube. "For a media company like Discovery Communications, with its 100-plus networks, distributing content through targeted YouTube Channels is a strategic way to leverage individual brands and drive television viewership."

### Program Integrations

As part of the companies' new partnership, Discovery and YouTube will collaborate on a number of programming promotion and development initiatives that will engage YouTube's interactive community. The first of these initiatives will provide Discovery Channel fans and YouTube users the opportunity to contribute to a special MYTHBUSTERS "Viral Myths" episode.

Starting with tonight's MYTHBUSTERS episode airing at 9 PM ET/PT in the United States, Discovery Channel will run a series of on-air spots featuring MYTHBUSTERS' Jamie and Adam calling on viewers to help them find new myths to bust. Fans can post videos of myths they would like to see busted to the new Discovery Channel YouTube Channel at [www.youtube.com/discoverychannel](http://www.youtube.com/discoverychannel). YouTube users can also create and post their own videos. A selection of the submitted myths will be busted on a special "Viral Myths" episode of MYTHBUSTERS. More information on how to be part of Jamie and Adam's extended myth hunting crew can be found at [www.discovery.com/mythbusters](http://www.discovery.com/mythbusters).

### Localized International Channels

Discovery reaches over 170 countries and the majority of YouTube's community comes from outside the United States. Programming to such substantial global audiences, Discovery will also launch localized YouTube Channels featuring content from Discovery's international brands and programming from several regions including the UK, Europe, Latin America, Asia and everywhere in between.

In October, Discovery will debut its first international YouTube Channel -- "Ink" -- for the passionate tattoo enthusiast community, featuring content from the UK. The Channel will highlight video clips from Discovery's "Ink" programming franchise, including MIAMI INK, LA INK, and LONDON INK, and will encourage users to upload videos of their own tattoos and the stories behind them. Also launching in fourth quarter will be a German-language YouTube Channel for DMAX, a leading free-to-air channel among men in Germany, as well as Discovery Channel and Discovery Kids Spanish-language channels with localized content from Latin America.

## YouTube Channel Brands

Discovery's nine branded YouTube destinations include Discovery Channel ([youtube.com/discoverychannel](http://youtube.com/discoverychannel)); TLC ([youtube.com/tlc](http://youtube.com/tlc)); Animal Planet ([youtube.com/animalplanet](http://youtube.com/animalplanet)); Planet Green ([youtube.com/planetgreen](http://youtube.com/planetgreen)); Discovery Health ([youtube.com/discoveryhealth](http://youtube.com/discoveryhealth)); Science Channel ([youtube.com/sciencechannel](http://youtube.com/sciencechannel)); Military Channel ([youtube.com/militarychannel](http://youtube.com/militarychannel)); Investigation Discovery ([youtube.com/discoveryid](http://youtube.com/discoveryid)); and TURBO ([youtube.com/turbochannel](http://youtube.com/turbochannel)). These Channels offer a comprehensive selection of short-form content, including program segments, outtakes, and behind-the-scenes clips, as well as original short-form content produced expressly for digital properties.

## About Discovery Communications

Discovery Communications (Nasdaq: DISAD, DISBD, 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, led by Discovery Channel, TLC, Animal Planet, Science Channel, Planet Green, Investigation Discovery and HD Theater, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

## Forward-Looking Statements

This press release contains certain forward-looking statements based on current expectations, forecasts and assumptions that involve risks and uncertainties. These statements are based on information available to the Company as of the date hereof; and Discovery's actual results could differ materially from those stated or implied, due to risks and uncertainties associated with its business, which include the risk factors disclosed in its Registration Statement on Form S-4 filed with the Securities and Exchange Commission on August 6, 2008. Forward-looking statements include statements regarding Discovery's expectations, beliefs, intentions or strategies regarding the future and can be identified by forward-looking words such as "anticipate," "believe," "could," "estimate," "expect," "intend," "may," "should," "will," and "would" or similar words. Discovery assumes no obligation to update the information included in this press release, whether as a result of new information, future events or otherwise.

## About YouTube

YouTube is the world's most popular online video community allowing millions of people to discover, watch and share originally created videos. YouTube provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small. YouTube, LLC is based in San Bruno, Calif., and is a subsidiary of Google Inc.

## SOURCE Discovery Communications

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