



Viewer Profile

Age

18 – 34	29%
35 – 54	37%
55+	35%

Gender

Male	58%
Female	42%

Education

Attended College	43%
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Household Income

\$75K+	36%
\$50K - \$74,999	19%
\$30K - \$49,999	20%

Home Ownership

Own Home	70%
Rent Home	27%

Presence of Children

1+ Child in HH	36%
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Median Age 47.0

Median of Household Income 56.2

Discovery Channel is the premier provider of real-world entertainment, offering a signature mix of compelling, high-end production values and vivid cinematography that consistently represent quality for viewers. Primetime programming features science and technology, exploration, adventure, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape and share our world. Discovery Channel is dedicated to creating high-quality television and media to inspire audiences by delivering knowledge about the work in an entertaining way; evolving a timeless brand for a changing world.

Programming Highlights

- After the Catch
- Deadliest Catch
- Shark Week
- Gold Rush: Alaska
- Life
- Planet Earth
- American Chopper
- Auction Kings
- Mythbusters
- Storm Chasers



Deadliest Catch



Mythbusters



Source: The Nielsen Co., National TV Toolbox. Live+SD HH ratings, Cable, 1/1/10-12/31/10. Simmons OneView as of 6/6/11. Base: Adults 18+ Index of 100 = National Norm.