

## Discovery Communications Timeline

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### September 1, 2008

Discovery Communications begins trading as a public company on the Nasdaq stock exchange.

### July 1, 2008

The Siemens Foundation, Discovery Communications and the National Science Teachers Association launch a K-12 student sustainability education initiative, "Siemens We Can Change the World Challenge."

### June 1, 2008

Discovery Home Channel becomes Planet Green, the first 24-hour eco-lifestyle television, network reaching 50 million homes.

### March 1, 2008

3M signs on as the title sponsor of the Discovery Education/3M Young Scientist Challenge through 2010.

### February 1, 2008

Discovery HD launches in Australia; Discovery is now the number-one international provider of HD networks with services in 17 markets outside of the U.S.: Australia, Austria, Belgium, Canada, Denmark, Finland, Germany, Hong Kong, Ireland, Japan, the Netherlands, Norway, Poland, Singapore, South Korea, Sweden and the UK, reaching more than four million subscribers .

### January 1, 2008

Discovery Communications announces joint venture with Oprah Winfrey and Harpo, Inc., to create OWN: The Oprah Winfrey Network, a multi-platform venture combining Discovery Health Channel and Oprah.com.

### January 1, 2008

Discovery Times Channel becomes ID: Investigation Discovery, taking advantage of Discovery's extensive library of fact-based investigation and current affairs programming.

### January 1, 2008

Discovery HD launches in Hong Kong.

### December 1, 2007

Discovery Communications acquires HowStuffWorks.com, the leading online source of high-quality, unbiased, and easy-to-understand explanations of how the world actually works.

### December 1, 2007

Annual revenue for the Discovery Networks International division surpasses \$1 billion for the first time.

### December 1, 2007

Discovery Holding Company and Advance/Newhouse Programming Partnership sign a non-binding letter of intent to combine their stakes in Discovery Communications, creating a new public company.

### November 1, 2007

U.S. Hispanic network Discovery Familia formed as a merger of Discovery Kids en Español and Discovery Travel & Living (Viajar y Vivir).

### November 1, 2007

Discovery Communications forms a partnership with Activision Publishing, Inc., to create family-friendly, Animal Planet-themed interactive video game titles.

**August 1, 2007**

Discovery Communications acquires Treehugger.com, the leading eco-lifestyle website.

**July 1, 2007**

Discovery Communications earns 18 nominations, the most ever, for the 59th Annual Primetime Emmy Awards.

**May 1, 2007**

Discovery Communications announces plans to close its 103 mall-based retail locations to focus on its DiscoveryStore.com e-commerce platform and licensing opportunities.

**May 1, 2007**

Cox Communications, Inc., and Discovery Communications complete the exchange of Cox's 25% stake in Discovery for Travel Media, Inc., the company that owns Travel Channel and TravelChannel.com.

**May 1, 2007**

Discovery Channel's epic 11-episode Planet Earth series becomes cable's highest-rated natural history program of all time and the most watched cable event of all time attracting more than 65 million viewers.

**April 1, 2007**

At its annual Upfront presentation, Discovery Communications announces Planet Green, a global, cross-platform initiative including the first-ever 24-hour eco-lifestyle television network.

**November 1, 2006**

David Zaslav, former president of NBC Universal Cable and Domestic TV and New Media Distribution, is named to succeed Judith McHale as President and Chief Executive Officer of Discovery Communications.

**October 1, 2006**

Petfinder.com, the number-one online destination for pet adoption, acquired by Animal Planet Media.

**September 1, 2006**

Discovery Communications launches DMAX, its first free-to-air television network, reaching 27 million homes in Germany.

**August 1, 2006**

Discovery Communications launches Discoverymobile.com, a direct-to-consumer mobile website featuring downloadable wallpapers, ringtones, podcasts and other special features for cell phones and mobile devices.

**April 1, 2006**

Discovery Communications acquires U.K.-based Antenna Audio, the global leader in audio and multimedia tours.

**April 1, 2006**

Discovery Communications brings video content to Google Earth

**March 1, 2006**

Discovery Education launches COSMEO, a revolutionary online homework help tool.

**January 1, 2006**

Discovery Communications announces that Ted Koppel will host and produce long-form programming examining major global topics and events exclusively for the Discovery Channel.

**January 1, 2006**

Discovery Communications announces the launch of the 100th and 101st Discovery networks with the launch of Discovery HD Japan and Discovery HD Canada.

**September 1, 2005**

September 11th focused-film, The Flight That Fought Back, is viewed in more than seven million homes, posting the highest ratings since Walking with Dinosaurs and Raising the Mammoth, and ranking as the highest-rated program on Discovery Channel in 2005.

**June 30, 2005**

Discovery Networks US Hispanic Group launches with two new channels to complement Discovery en Español – Discovery Kids en Español and Discovery Travel & Living (Viajar y Vivir).

**June 17, 2005**

Discovery Communications celebrates 20th Anniversary of Discovery Channel.

**January 1, 2005**

Discovery Wings Channel transitions to Military Channel.

**January 1, 2005**

Discovery becomes title sponsor of the Discovery Channel Pro Cycling Team, featuring now seven-time Tour de France winner Lance Armstrong.

**December 1, 2004**

Discovery announces plan to roll out international high definition network, Discovery HD, worldwide

**October 1, 2004**

Discovery launches international lifestyle network portfolio Discovery Lifestyle Networks: Discovery Travel & Living, Discovery Home & Health and Discovery Real Time.

**September 1, 2004**

Discovery Channel launches in France, completing its footprint in western Europe.

**March 1, 2004**

Discovery Communications creates fourth division, Discovery Education, the go-to source for the next generation of video-based learning

**March 1, 2004**

Judith McHale, long-time Chief Operating Officer, named President and CEO, with John Hendricks remaining Chairman of Discovery Communications.

**March 1, 2004**

Discovery Communications reaches one billion cumulative subscribers around the world.

**December 1, 2003**

FitTV, the first 24-hour TV network devoted to fitness, launches in 40 million homes.

**October 1, 2003**

Trading Spaces: 100 Grand draws over nine million viewers – the highest-rated show in the history of TLC.

**June 1, 2003**

SilverDOCS: The AFI/Discovery Channel Documentary Festival launches in Silver Spring, Maryland.

**March 1, 2003**

Discovery Communications announces landmark partnership with world-renowned primatologist Jane Goodall.

**October 1, 2002**

Discovery Kids and NBC partner to create a three-hour programming block, "Discovery Kids on NBC," on Saturday mornings.

**June 1, 2002**

Discovery Communications launches Discovery HD Theater, one of the first 24-hour high definition channels.

**April 1, 2002**

Discovery Communications and The New York Times Company form joint venture to launch the Discovery Times Channel (rebranded from Discovery Civilization).

**January 1, 2002**

Blue Planet: Seas of Life premieres on Discovery Channel.

**October 1, 2001**

Discovery Channel becomes the world's most widely distributed television brand, surpassing more than 400 million households reached worldwide.

**September 1, 2000**

Animal Planet's global reach breaks the 100 million subscribing household mark.

**April 1, 2000**

Discovery Channel reaches 100 million subscribing households in 146 countries outside of the United States, bringing its worldwide count to 178 million.

**April 1, 2000**

Discovery Channel's Walking with Dinosaurs breaks the all-time cable ratings record set by Raising the Mammoth.

**March 1, 2000**

Discovery Channel breaks the all-time cable ratings record with the premiere of Raising the Mammoth.

**October 1, 1999**

Discovery Channel Young Scientist Challenges debuts in Washington, DC and names the first middle-school student as "America's Top Young Scientist."

**August 1, 1999**

Discovery Communications launches Discovery Health Channel.

**April 1, 1999**

Discovery Communications partners with the National Parks Foundation to create innovation centers at the Washington Monument and produce "Park Docs" for America's national parks.

**August 1, 1998**

John Hendricks receives the prestigious Governor's Award for the TLC series, Great Books, from the National Academy of Television Arts and Sciences.

**June 1, 1998**

Discovery en Español launches, making it Discovery Communications' first Spanish-language channel in the United States.

**March 1, 1998**

Discovery Communications forms a global joint venture with the BBC.

**December 1, 1997**

Travel Channel acquired.

**November 1, 1997**

The Discovery Channel Global Education Partnership launches its first Learning Center in South Africa.

**July 1, 1997**

Animal Planet makes international debut with launches in the Nordic region and Central and Eastern Europe.

**August 1, 1996**

Discovery Communications announces plans to launch five new digital networks: Discovery Science, Discovery Kids, Discovery Civilization, Discovery Home and Leisure and Discovery Wings.

**June 1, 1996**

Discovery Communications acquires The Nature Company's 114 retail stores and launches Discovery Channel Stores.

**June 1, 1996**

Discovery Communications launches Animal Planet, the only channel dedicated to the relationship between people and animals.

**December 1, 1995**

Discovery Channel airs the award-winning six-part series Yugoslavia: Death of a Nation.

**February 1, 1994**

Discovery Channel launches in Latin America.

**January 1, 1994**

Discovery Channel launches in Asia.

**April 1, 1992**

Discovery airs *In the Company of Whales*, which was filmed in 15 countries and several oceans across the planet.

**May 1, 1991**

Discovery Communications acquires The Learning Channel (TLC).

**September 1, 1989**

Discovery Channel airs its first original program, *Ivory Wars*.

**April 1, 1989**

Discovery Networks International launches Discovery Channel in the United Kingdom.

**July 1, 1988**

Discovery Channel debuts *Shark Week*, the first-ever branded programming stunt on cable television.

**February 1, 1987**

Discovery Channel airs *Russia: Live From the Inside*, giving Americans 66 hours of live Soviet television.

**June 17, 1985**

John Hendricks, Founder and Chairman, launches Discovery Channel with 156,000 subscribers in the United States, the first program to air is *Iceberg Alley*.