



### **NETWORK OVERVIEW**

Discovery en Español is the premier factual network for U.S. Hispanic audiences, delivering content that stimulates, informs and empowers by examining the fascinating and often surprising world from a Latino perspective. Discovery en Español offers a standalone, independently programmed 24-hour schedule that provides original content from Latin America as well as programs from the United States and around the world that are dubbed and reformatted to ensure cultural relevance for Spanish-speaking viewers. In 2006, Discovery en Español achieved the highest primetime ratings gains of any U.S. Hispanic Network, including a 54% increase among total households and a 50% increase among adults 18 – 49.

### **NETWORK PROGRAM FORMAT**

Local avails: 2 minutes per hour  
Insertion Hours: 24 hours per day

### **NETWORK INFORMATION**

**Subscribers:** 8.3 million (NHI); 3.5 million (NHHI Pay TV homes)  
**Service Type:** Digital  
**Satellite Feed:** East Coast  
**Ownership:** Discovery Communications, Inc.

### **BENEFITS TO ADVERTISERS**

**Nielsen Measurement:** Reported publicly by Nielsen; available via quarterly Nielsen Pocket pieces and upon request.

**Distribution:** Reaches 3.5 million Hispanic Pay-TV networks (40% of all Hispanic Pay-TV Homes) via digital cable and all Satellite networks.

**Highly-Engaging Exclusive Programming:** Discovery en Español is the only Spanish-language network in the United States that engages Hispanic audiences with unmatched programming quality. Discovery en Español programming is divided into twelve genres, pulled from Discovery's rich content library, and is a mix of original Spanish-language series and specials as well as a selection of the best from Discovery's universal content platform. In 2006, Discovery en Español achieved the highest primetime ratings gains of any U.S. Hispanic Network, including a 54% increase among total households and a 50% increase among adults 18 – 49.

**Brand Equity:** Discovery en Español has also been ranked the #1 Non-General Entertainment Channel of all Pay-TV Spanish language networks, according to Simmons Rankings (Viewed Channel Last 7 Days, Hispanic Adults 18+, Fall 2006).

**Exclusive Opportunities:** Discovery en Español offers advertisers innovative approaches in which to incorporate their branding and product messages through many vehicles, including sponsorships and integration in long-form and short-form programming.

## RESEARCH INFORMATION

### VIEWER TARGET

Adults: 18-49

### VIEWER PROFILE

Median Age:	37.2
Male:	58%
Female:	42%
Country of Origin:	66% Mexican

### VIEWER LIFESTYLE

Viewer Language Preference	
Spanish Dominant (Combined Spanish Only/Mostly Spanish):	94%
Homeownership:	41%
Households with children under 18:	71%
Household Size 3+:	85%
# of Sets in Home 3+:	49%
Source of Household Viewing:	Analog Cable 15%
	Digital Cable 29%
	DBS 71%

Source: NHHI, Viewer Profile Q1 '07 18+ Adults, Households where noted

### DAYPART VIEWING

Morning, Daytime, Fringe and Primetime	Monday-Sunday	A18-49
Saturday-Sunday mornings		P2+

## PROGRAMMING INFORMATION

### **Human Adventure**

#### **Target: P18-39**

Engage with unforgettable stories about real people in extraordinary situations. Emotional and inspiring storytelling showcases individual achievement and the everyday fight for survival.

### **Ingenuity**

#### **Target: P18-49, male skew**

Viewers get their brains in gear with entertaining scientific formats. From the world's grandest projects to experiments that push the envelope, the fast-paced world of science and technology comes to life via stunningly produced programs.

### **In the Wild**

#### **Target: P18-54**

Only Discovery brings viewers up close and personal with our natural world. See the farthest corners of the planet, experience animals in their natural habitats and learn about wild weather phenomena.

### **Exploring Our World**

#### **Target: P25-54**

Provides an enthralling and detailed look at the most poignant current and historical events that have shaped the world we live in today. From ancient cultures to modern history, viewers witness in-depth storytelling at its best.

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### **Turbo**

**Target: M18-49, male skew**

This adrenaline-filled genre includes programs dedicated to the speed, performance and style of today's most powerful and sophisticated machinery.

### **Real Life Mysteries**

**Target: P18-49, female skew**

Explores gripping stories about real-life mysteries that will keep viewers at the edge of their seat. The programs in this genre use state-of-the-art technology to reveal evidence in an effort to bring every case to justice.

### **Well Being**

**Target: P18-49, female skew**

It's all about looking and feeling well...inside and out! These programs enlighten the viewers with useful, practical and current information on health, science, nutrition, home remedies, fitness and more.

### **Stylish Living**

**Target: P24-54, female skew**

The world of design has never been more appealing. Discovery Travel & Living (Viajar y Vivir) provides exclusive programs showcasing home design and décor in a most entertaining and inspirational way.

### **World Flavors**

**Target: P24-54, female skew**

A genre that celebrates the joys and wonders of international cuisine and features colorful, tempting flavors that will delight and impress the most sophisticated palates.

### **Now Boarding**

**Target: P24-54, female skew**

Dream destinations are brought to life as programs in this genre allowing viewers to experience fascinating locations, unique traditions and cultures from all over the world.

### **Learning is fun**

**Target: K2-6, W18-39**

Daytime is designed exclusively for preschoolers to motivate them to explore their world through shows that are fun and educational. Discovery Kids en Español will bring smiles to both kids and their young mothers.

### **Family Time**

**Target: P6+**

This prime-time genre encourages family viewing through entertaining and empowering television. Programs include an extraordinary mix of exciting nature and animal content that both kids and grown-ups will enjoy.

## **Viewer Targeted Programming**

Persons 18-49:

**DISCOVERY PRESENTS, DEADLIEST CATCH, EXTREME ENGINEERING, A HAUNTING, MYTHBUSTERS, I SHOULDN'T BE ALIVE, FBI FILES, RAW NATURE, FACTOR DESCONOCIDO**

## **NEW PROGRAMS FOR 2007**

**DISCOVERY ATLAS** will explore France, India, South Africa, and Mexico.

**DISCOVERY ATLAS: MEXICO REVEALED** will bring stunning views of Mexico, from the Mayan ruins of Chichen Itza to the ancestral Mexico City. This is Mexico on a scale never before seen in television history.

**CON GUSTO Y SAZÓN.** Andres Garcia, Jr. takes viewers on a gastronomic journey of American restaurants that are transforming Latin dishes.

**RELATOS CON SABOR.** Chef Marcela Valladolid brings viewers into the kitchens of Hispanic homes across the country reviving traditional family recipes.

**MÁS QUE UNA FIESTA** features visually stunning parties and festivals celebrating our Hispanic heritage.

**VIVIENDO EN LAS SOMBRAS,** a new special, chronicling the life and challenges of illegal immigrants living in the U.S. today.

**PROYECTO MALVINAS** is a hypothetical look at “what-if” Argentina had defeated the United Kingdom in the Falkland Islands war.

**MARAS SIN FRONTERAS** is a gut-wrenching look at the methods, the members and the leaders of these modern days’ gangs. Visit the streets and prisons where the Maras grew stronger and meet the specialized police force that combats this criminal phenomenon at its peak. Witness how it has destroyed the lives of countless young men in the region, from El Salvador to Los Angeles.

**COLLISION OVER THE AMAZON** offers a detailed investigation into the worst air accident in South American history.

**ESPACIO VITAL** uncovers the latest breakthroughs in beauty treatments.

**VOCES DE CAMBIO** is a moving series featuring personal stories about Hispanic artists and the people they help by giving back to their communities and raising awareness around the globe. Some of these artists include Carlos Santana’s quest to help kids around the world and Edward James Olmos’ passion for rehabilitation of gang members.

## **NETWORK CONTACTS**

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## **Website Information**

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