



## **Discovery Channel to Join Comcast's Nationwide On Demand Online Trial Beginning This Week with Some of Network's Most Popular Shows and Worldwide Premieres**

***Shows Including Emmy(R)-Nominated MAN VS WILD plus STORM CHASERS, VERMINATORS and Premiere Series, SWORDS to Be Available Online to Consumers***

SILVER SPRING, Md. & PHILADELPHIA, Aug 13, 2009 (BUSINESS WIRE) -- Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) and Comcast Corporation (Nasdaq: CMCSA, CMCSK) today announced that Discovery Channel has joined Comcast's technical trial of On Demand Online. Discovery Channel's high-quality content will be made available to trial participants online for the first time beginning this week. On Demand Online, which launched as a technical trial last month, is a new service that significantly expands the number of top-rated TV choices available online at no additional charge to Comcast's cable customers.

The new content for the On Demand Online trial will include full length episodes of some of Discovery Channel's most popular programs. Beginning this week, customers will be able to view the fourth season of the Emmy(R)-nominated series MAN VS. WILD and the world premiere series SWORDS the day after they air on television along with past episodes of STORM CHASERS. VERMINATORS episodes will be available a week after television airing.

"Building on our long-standing relationship with Comcast, we are pleased to participate in the On Demand Online trial to create an online viewing solution that appeals to growing consumer demand for convenient access to their favorite programs while continuing to drive value for distributors, programmers and advertisers alike," said Bill Goodwyn, President, Domestic Distribution and Enterprises for Discovery Communications. "We are excited to give fans of our shows more options to see our high-quality programming and this trial represents an important next step in those efforts. We are also committed to working with Comcast and across the industry to develop a consistent online model for consumers and a meaningful way to measure viewing across platforms."

"We are pleased to partner with Discovery Communications to bring their content online to consumers and to further expand our On Demand Online offering," said Matt Bond, Executive Vice President of Content Acquisition for Comcast. "The initial response we have received from customers participating in the On Demand Online trial has been overwhelmingly positive, and with the addition of popular networks such as Discovery Channel it will only get stronger. We are very excited about the future of this service and the increased access and flexibility it will bring to our customers."

Discovery Channel is the 24th network to join On Demand Online, which already includes top rated content from popular broadcast, cable and premium channels such as HBO, CBS, TNT, TBS, Starz, Cinemax, A&E, AMC, BBC America, DIY Network, Fine Living Network, Food Network, Hallmark Channel, HGTV, History, IFC, MGM Impact, Sundance, WE tv, E!, The Style Network, G4 and Farnet.

Comcast began its technical trial of On Demand Online with approximately 5,000 customers from across the U.S. in July 2009. A major focus of the trial is testing the Company's new "authentication" technology, which will allow customers to receive the same content online for free that they subscribe to on TV. The service utilizes a simple log-on system for streaming content and, in the future, will allow for download content to go. The On Demand Online service will roll-out in phases, adding new features, functionality and content over time to provide consumers with a new way to watch television.

On Demand Online is part of Comcast's Project Infinity, the company's long-term vision to give customers an ever growing amount of video content on multiple platforms, whenever they want.

### **About Comcast Corporation**

Comcast Corporation (Nasdaq: CMCSA, CMCSK) ([www.comcast.com](http://www.comcast.com)) is the nation's leading provider of entertainment, information and communication products and services. With 23.9 million cable customers, 15.3 million high-speed Internet customers, and 7.0 million Comcast Digital Voice customers, Comcast is principally involved in the development, management and operation of cable systems and in the delivery of programming content.

Comcast's content networks and investments include E! Entertainment Television, Style Network, Golf Channel, VERSUS, G4, PBS KIDS Sprout, TV One, ten sports networks operated by Comcast Sports Group and Comcast Interactive Media, which develops and operates Comcast's Internet businesses, including Comcast.net ([www.comcast.net](http://www.comcast.net)). Comcast also has a majority ownership in Comcast-Spectacor, whose major holdings include the Philadelphia Flyers NHL hockey team, the Philadelphia 76ers NBA basketball team and two large multipurpose arenas in Philadelphia.

## **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, 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).

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