

DISCOVERY COMMUNICATIONS INDIA



Background

Discovery Communications Inc. (DCI) is the leading global real-world media and entertainment company. DCI has grown from its core company, the Discovery Channel, first launched in the United States in 1985, to current global operations in 160 countries and territories with one billion cumulative subscribers. Outside the United States, Discovery offers 10 international brands, reaching 450 million cumulative subscribers.

Discovery Communications India, launched in 1995, is the Indian subsidiary of Discovery Networks International - the global programming and distribution arm of Discovery Communications Inc. In India, three Discovery television brands, Discovery Channel, Discovery Travel & Living and Animal Planet, reach over 50 million cumulative subscribers, with programming customised in English and Hindi.

Factors for success

The Discovery network currently reaches a cumulative

base of over 50 million households. This success has been achieved through an understanding of the Indian viewer and backing it up with creative strategies in all three areas: programming, distribution and marketing.

Time-band strategy

Cognizant of the diverse viewing habits of its target audience, the company introduced a time-band strategy, segmenting the programmes according to the predominant viewership at any given time in the day. The various time bands (catering to differing viewing segments) introduced were Sunrise, Woman's Hour, Discovery Kids, Action Zone, Family Time, Late Night Discovery and Weekends.

The measure paid dividends with viewership of the channel increasing manifold, driving TRP ratings exponentially. This surge also led the company to further increase the gap between National Geographic Channel and itself; the channel is currently over 40 per cent ahead of National Geographic in terms of viewership.

Nationwide presence

To expand its nationwide distribution network, the company initiated a strategic partnership with another leading channel, Sony Entertainment Television India to form the One Alliance. The One Alliance substantially strengthened Discovery's cable distribution throughout the geographical landscape of India.

The One Alliance, one of India's most successful partnerships, today offers Indian viewers a diverse and comprehensive bouquet of programming choices. It currently distributes Discovery's three channels - Discovery Channel, Discovery Travel & Living and Animal Planet; the brands represented by Sony Entertainment Television - SET India, SET MAX, AXN, Animax, NDTV (English & Hindi), HBO, MTV and Nickelodeon.

Marketing innovations

To generate maximum value for its advertisers, Discovery has initiated many innovative solutions for its leading advertisers such as: Samsung, Idea Cellular, TI Cycles, Nestle and Britannia. It has further developed special content, promoted consumer contests etc. And as a consequence of its creative strengths, DCI has attracted the country's largest advertisers on to the channel.

Leveraging the India advantage

Emerging lifestyle trends

India, with its growing and dynamic television market, increasing consumer spends on lifestyle products, rising disposable income and the emergence of a new upwardly mobile urban class, was selected as the first country to begin Discovery Networks' new lifestyle programme.

The new channel, Discovery Travel & Living, launched in October 2004, offers the best of international lifestyle shows and expands Discovery's programming menu beyond factual entertainment to a new genre of lifestyle programming.



India specific content

To satisfy the growing demand for India-specific content, Discovery Channel introduced the **Discover India Series**. Discover India highlights all aspects of India and Indians – not just the traditional topics of history and culture, but also aspects of modern India, Indians who have been successful in their chosen fields and Indian advances in science and arts.

Through the Discover India series, the channel has been able to provide Indian viewers a glimpse of India from a global perspective - reiterating the company's global brand imagery and at the same time satisfying the demand for India-specific content.

Future plans

Discovery Travel & Living

India's first international lifestyle channel

Having successfully reinvented documentary and real world television, Discovery has brought the same vision and experience to lifestyle television with the launch of India's first 24 hour international lifestyle channel - Discovery Travel & Living.

Lifestyle programming is expected to be the next big trend on Indian television. The channel will provide a new and unique platform for advertisers by targeting a discerning audience comprising upscale adults and young adults with active interests. The channel is targeting a subscriber base of 15 million households in the first year of its launch.

Aggressive marketing of Animal Planet

Animal Planet, the world's only channel devoted exclusively to the relationship between humans and animals, will be marketed aggressively to increase its visibility and viewership.

The channel has undertaken initiatives to become a more interactive channel through promotional campaigns launched across major cities in the country. The future of the channel is encapsulated in the

statement of Peter Weil, the Global Head of Animal Planet, on his visit to India, "We will witness explosive growth in India."

New initiatives

The company will continue to invest on all three fronts - programming, distribution and marketing, to increase the channels' viewership.

Discovery Communications India: AT A GLANCE

- Discovery Channel: World's largest television network. 1 billion subscribers. 160 countries.
- India: 50 million households. 3 brands - Discovery Channel, Discovery Travel & Living and Animal Planet
- One of India's fastest growing channels
- Factors for success: Prime time programming. Association with established brands. Content programming
- Future plans, India: Expand into newer urban and semi-urban territories. Promote Animal Planet. Launch new lifestyle channel

