



## A Winning Formula

Discovery, Inc. is a leader in real life entertainment, serving a passionate audience of highly engaged fans with content that inspires, informs and entertains. Discovery delivers thousands of hours of original programming each year and has category leadership across deeply loved content genres including survival, exploration, sports, lifestyle, cooking, automobiles, general entertainment, heroes, adventure, crime and investigation, health and kids - and the highly popular Shark Week.



Audiences are shifting in the way they watch TV - from Gen Z to Boomers - meaning advertisers need to explore other ad-supported viewership platforms, including OTT, fifty-nine percent of U.S. homes (about 70 million households) now watch streamed content via connected TV devices<sup>1</sup>.



# SpotX is the #1 video ad ecosystem<sup>2</sup>

Providing inventory across all screens accessible through the Open Marketplace or Private Marketplaces - including Automated Guaranteed. With SpotX and Discovery you can reach highly desired TV audiences who have chosen to cut the cord, including:



Demos of all ages



Families



Real Life TV enthusiasts



All device types, always on.



1:1  
Publisher DIDs



Curated  
Marketplaces

Contact SpotX or Discovery today for more information.

**SPOTX** +  **Discovery**

*Discovery's U.S. portfolio of premium brands includes Discovery Channel, HGTV, Food Network, TLC, Investigation Discovery, Travel Channel, Velocity, Animal Planet, Science Channel, OWN: Oprah Winfrey Network, American Heroes Channel, Destination America, Discovery Life, DIY Network, Cooking Channel, and Great American CountrySources: <sup>1</sup> Nielsen Insights Report Q1 2018 <sup>2</sup> comScore (Video Metrix Report - video ad ecosystem).*