



Animal  
Planet



# ANIMAL PLANET

**Animal Planet** is the only television network dedicated to the emotional connection between humans and animals. The network brings people of all ages together by tapping into a fundamental fascination with animals through an array of fresh programming that includes humor, competition, drama and spectacle from the animal kingdom. Animal Planet is now available in over 89 million households. Discovery Networks, U.S., a unit of Discovery Communications, Inc, operates and manages Animal Planet.

## NETWORK PROGRAM FORMAT

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<b>Local Avails:</b>	3 minutes per hour
<b>Times:</b>	3 - one minute breaks floating within the hour
<b>Insertion Hours:</b>	24 hours per day

## NETWORK INFORMATION

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<b>Subscribers:</b>	90.1 million <small>Source: NHI Universe Estimates, February 2007</small>
<b>Service Type:</b>	Basic
<b>Satellite Feed:</b>	Dual
<b>Launch Date:</b>	October 1996
<b>Ownership:</b>	Discovery Communications, Inc.

## BENEFITS TO ADVERTISERS

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1. Animal Planet ranks #2 among ad-supported cable networks viewers report as being family friendly.
2. Animal Planet ranks among the top 5 networks viewers perceive as informative, entertaining and distinctive.  
Source: Beta Brand Equity Study, 2006
3. Animal Planet ranks among the top 25 media brands and top 25 TV brands in overall quality.  
Source: Equitrend, Spring 2006
4. Animal Planet is the top network with viewers who feel the network has programs that are comfortable to watch with family and friends.
5. Animal Planet ranks second with viewers who feel the network has programs that touch their emotions.  
Source: Millward Brown, December 2006



# ANIMAL PLANET

## RESEARCH INFORMATION

### VIEWER TARGETED

Persons: 18-49, 25-54      Men: 18-49, 25-54      Women: 18-49, 25-54      Kids: 2-11-12-17

### VIEWER PROFILE

<u>Animal Planet</u>	<u>Adults 18+</u>	<u>Men 18+</u>	<u>Women 18+</u>
Median Age:	44.5	44.2	44.7
Median Individual Income:	\$34,613	\$41,208.50	\$28,451.80
Median HH Income:	\$55,612.60	\$58,179.10	\$53,000.70
Median # of Adults in Household:	2.6	2.7	2.6
Median # of Children in Household:	2.3	2.2	2.3
Median Home Value:	\$204,627	\$200,940.70	\$208,369.40

Source: MRI Fall 2006, weighted to Population (000) -Base: All  
 \*Projections relatively unstable, use with caution.

### VIEWER LIFESTYLE

Base: All

<u>Pets</u>	<u>Index</u>	<u>Household Products</u>	<u>Index</u>
Household owns 2+ dogs	134	Heavy user carpet and rug cleaners 3+ can/ last 3 months category total	134
Household owns 4+ pets	131	Heavy user of fleas & tick care products for dogs & cats 3+ collars /last 12 months	121
Visited veterinarian 4+	124	Heavy user of car litter: 21+ pounds/last 30 days	120
<u>Pet Foods</u>		Heavy user of soaps & detergents for regular laundry: heavy 8+: category total	114
Heavy user of moist dog food 7+ cans/last 7 days	135	Heavy user of all-purpose cleaners 5+ times last 30 days	112
Heavy user of dog biscuits or treats: heavy 3+ packages/last 7 days	129	Heavy user of air fresheners, carpet & room deodorizers 4+ containers/last 3 months	111
Heavy user of dry dog food	126		
Heavy user of moist cat food 7+ cans/last 7 days	125		
<u>Leisure Activities</u>		<u>Children's Need</u>	
Zoo attendance: participated/last 12 months	115	Household frequent user of children's cold tablets and liquids 5+ times/last 30 days	122
Child made decision to visit theme park/ last 12 months	112	Spent \$400+ on children clothing	115
Viewed a family movie/last 30 days	109	Households used baby formula 9 times/last 7 days	113
Heavy consumers of fast food and drive-in restaurants: 9+ times/last 30 days	107	Heavy buyer children's shoes 5+ pairs bought/ last 6 months	112

Source: MRI Spring 2006, weighted to Population(000)-Base: All

### DAYPART VIEWING

Please contact Animal Planet representative directly for information.



# ANIMAL PLANET

## PROGRAMMING INFORMATION

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PROGRAMMING GENRES: Wildlife/Animal, Adventure, Entertainment, Family, Kids, Reality

## VIEWER TARGETED PROGRAMMING

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Adults 18+

Series: *Meerkat Manor*, *Mutual of Omaha Wild Kingdom*, *Lemur Wars*

Specials: *AKC Eukanuba National Championship*, *World's Ugliest Dog Competition*, *After the Attack*

## NEW PROGRAMS FOR 2007/POPULAR ESTABLISHED PROGRAMS

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### 1st Quarter

AKC Eukanuba National Championship

Oceans Deadliest Predators

Ms. Adventure

Emergency Vets: Interns

Saving Grace

Sport Horse Cup II

Mutual Omaha's Wild Kingdom (season 5)

### 2nd Quarter

Meerkat Manor (season 3)

Lemur Wars

Animal Planet at the Movies

Divine Canines

It's Me or the Dog

Planet's Funniest Animals (season 7)

### 3rd Quarter

Fooled By Nature

Most Extreme

World's Ugliest Dog Competition

***Please Note:*** All schedules subject to change.



# ANIMAL PLANET

## LEADING NATIONAL ADVERTISERS

Please contact your Discovery Channel representative.

## NETWORK CONTACTS

### Corporate Office

One Discovery Place  
Silver Spring, MD 20910-3354  
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### National Ad Sales-New York Office

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## WEBSITE INFORMATION

Consumer Website: [www.discovery.com](http://www.discovery.com)  
Affiliate Website: [www.discoveryaffiliate.com](http://www.discoveryaffiliate.com)  
National Ad Sales Website: [www.adsales.discovery.com](http://www.adsales.discovery.com)