



VELOCITY

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**VELOCITY SHINES IN JANUARY WITH ITS BEST MONTH EVER IN PRIMETIME**

*--**BARRETT-JACKSON LIVE** Helps Fuel Velocity to Record Ratings Performance as a Top 20 Cable Network for Men for the Week and a Top 10 Network for Saturday, January 21--*

(Silver Spring, Md.) – Powered by double-digit Primetime ratings gains across key demos Velocity drove to new ratings records with its best month ever in January 2017. The network finished January with its highest monthly ratings ever among P25-54, M25-54, Adults (P18+), Persons 2+ and Households, and earned its highest monthly delivery ever among P25-54, M25-54, Adults, Men 18+, Persons 2+, and Households.

Continuing to stand out as a high-performance cable network, Velocity celebrated substantial Primetime ratings increases vs. January 2016 among Men 18+ (+7%), M18-34 (+11%), M18-49 (+6%), M25-54 (+14%), Persons 2+ (+13%), P18-34 (+14%), P18-49 (+8%), P25-54 (+13%) and Households (+10%). Velocity's Primetime delivery vs. January 2016 also stood out across Men 18+ (+17%), M18-34 (+18%), M18-49 (+8%), M25-54 (+17%), Persons 2+ (+17%), P18-34 (11%), P18-49 (+11%), P25-54 (+19%) and Households (+17%).

Velocity's growth was fueled in part by **BARRETT-JACKSON LIVE**, the network's six-day long (Jan. 17-22) live coverage of the Barrett-Jackson Scottsdale auction – one of America's biggest annual automotive events. For the week (Jan. 16-22), during Primetime among Men 18+, Velocity rated as a Top 20 network (#15) in all of cable and a Top 10 rated network (#9) on Saturday, January 21 in all of cable. The network's Primetime **BARRETT-JACKSON LIVE** coverage averaged a 0.43 M25-54 rating and 612,000 Persons 2+ across five nights.

The season finales of Velocity's #1 series **BITCHIN' RIDES** (12/27/16) and #2 series **WHEELER DEALERS** (12/28/16) also helped propel ratings success for the January broadcast month by delivering 728,000 viewers P2+ and 723,000 viewers P2+ respectively.

Total Day was also a bright spot as Velocity earned its best month ever in ratings across Persons 25-54, Men 18+, Persons 2+, Households, and delivery across all demos including P/M25-54, P/M18-49, P/M18-34, Men 18+, Persons 2+ and Households.

*\*Prime rankings: excludes NICK/TOON for available tuning content less than <50% of available hours in Prime.*

*Source: Nielsen. Live+3D. Program-based data. Coverage Ratings. PRIME = M-Su, 8-11p Starts during. Excludes breakouts. Reach has a 6-minute qualifier. Npower.*

### **About Velocity**

Velocity, a division of Discovery Communications, Inc. (Nasdaq: DISCA, DISCB, DISCK), is the only upscale men's cable network that focuses on thrilling automotive for its viewers. Velocity programming is diverse, intelligent and engaging, capturing the best of the human experience as told by the top experts in the field. Formerly HD Theater, the fully HD network is available in 71 million homes, and viewers can enjoy their favorite shows anytime, anywhere through Velocity Go – the network's TVE offering featuring live and on demand access to complete seasons. Audiences can also connect with Velocity at [Velocity.com](http://Velocity.com), as well as on Facebook at [facebook.com/VelocityEngineering](https://facebook.com/VelocityEngineering) or on Twitter [@Velocity](https://twitter.com/VelocityEngineering).

### **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the leader in global entertainment reaching 3 billion cumulative subscribers in more than 220 countries and territories. Discovery satisfies curiosity, entertains and inspires viewers with high-quality content through global brands, led by Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network, and through the Discovery Digital Networks portfolio, including Seeker and SourceFed. Discovery owns Eurosport, the leading pan-regional sports entertainment destination across Europe and Asia-Pacific. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education. For more information, please visit [www.DiscoveryCommunications.com](http://www.DiscoveryCommunications.com).

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