



3NET MARKS SECOND ANNIVERSARY WITH DRAMATIC GROWTH IN CONSUMER BASE AND NEW ORIGINAL 3D SERIES PREMIERES

-- Network's Original 3D Programming Now Available to More than 40 Million U.S. Homes --

February 6, 2013 – Culver City, Calif. – 3net, the joint venture 24/7 3D network from Discovery, Sony and IMAX, celebrates both distribution and programming milestones as it approaches its second anniversary. Originally launched in the U.S. on February 13, 2011, in just under two years the network has seen a dramatic increase in reach, with 3net programming now available to more than 40 million U.S. households across five program distribution affiliates, including DIRECTV, Comcast, Service Electric Cablevision and Netflix.

In addition to the network's groundbreaking array of specials, concerts and one-off documentaries debuted over the past two years, the month of February also marks a programming milestone for 3net, as the network premieres its thirtieth native, original 3D series – a worldwide first in the industry. 3net has benefited significantly from the rise of 3D TV adoption, with 3D televisions currently in almost one quarter of all homes in the U.S. and industry forecasts for significant further growth in 2013*. By contrast, HD television had achieved low single digit household penetration at the same point in its evolutionary cycle more than a decade ago.

“With 3D televisions already in nearly 25 million U.S. households - and industry predictions of dramatic in-home 3D growth this year – we celebrate our second anniversary with a continued commitment to meeting the ever-growing consumer appetite for high-quality, original 3D television content,” said Tom Cosgrove, President and CEO, 3net. “We’re proud to make our unique brand of immersive, original 3D programming available to more than 40 million U.S. homes, and we look forward to further growth in the in-home 3D market as more consumers embrace the format - particularly as the electronics industry continues to include 3D as a feature available in nearly all of the new television models available to consumers this year, including every UHD/4K set coming to market.”

3net also recently launched 3net Studios, with an overarching mission to fuel not only the flagship U.S. channel service, but also to make the highest quality native 3D and 4K content available to consumers around the globe through a broad array of international distribution partners.

3net Anniversary Month Original Premieres:

Sunday, February 10 (9PM ET/PT):

From The Basement (3net Original Premiere)

This episode of the 3net original series “From the Basement” – the seminal music program from heralded music producer Nigel Godrich – features fan favorites from chart-topping musical group Scissor Sisters, who U2 front man Bono has lauded as “the best pop group in the world.” This episode also features a special set from jazz-fusion of bass virtuoso Stephen Bruner, aka Thundercat.

Sunday, February 17 (9PM ET/PT):

Crazy Land (3net Original Series Premiere)

This 3net original series explores the great American subcultures and the unusual people who inhabit them. In the premiere episode, entitled “Real Life Super Heroes,” young people are donning masks and capes to create a new breed of true-life super heroes. These costumed crusaders are putting themselves on the front line, whether by confronting muggers, drug dealers or feeding the homeless.

About 3net:

3net, the joint venture of Sony Corporation, Discovery Communications and IMAX Corporation brings together three of the world's leading media, technology and entertainment companies to provide the nation's first and only fully programmed, 24/7 3D network available to millions of satellite, cable and IPTV subscribers in the U.S. The three partners deliver an extraordinary collection of award-winning 3D content, technology and production expertise, television distribution and operational strength to the project, with a mission to bring viewers the highest quality and most immersive in-home 3D viewing experience possible. The channel features the most extensive library of original, native entertainment programming in the world, featuring genres that are most appealing in 3D, including natural history, documentary, action/adventure, travel, history, kids and family, lifestyle and cuisine, concerts, movies, scripted series and more. The company recently announced the formation of 3net Studios, with a goal of producing the highest quality native 3D and 4K content source possible for both its flagship 3net channel as well as partners around the globe. For more information, please visit www.3net.com.

Source:

CEA’s “The Beyond 2D Viewing: Understanding the Demand for Advanced Television Features study,” September 2012

NEWS MEDIA CONTACTS:

For 3net: Kristien Brada-Thompson
Priority PR
310-954-1375
kristien@prioritypr.net