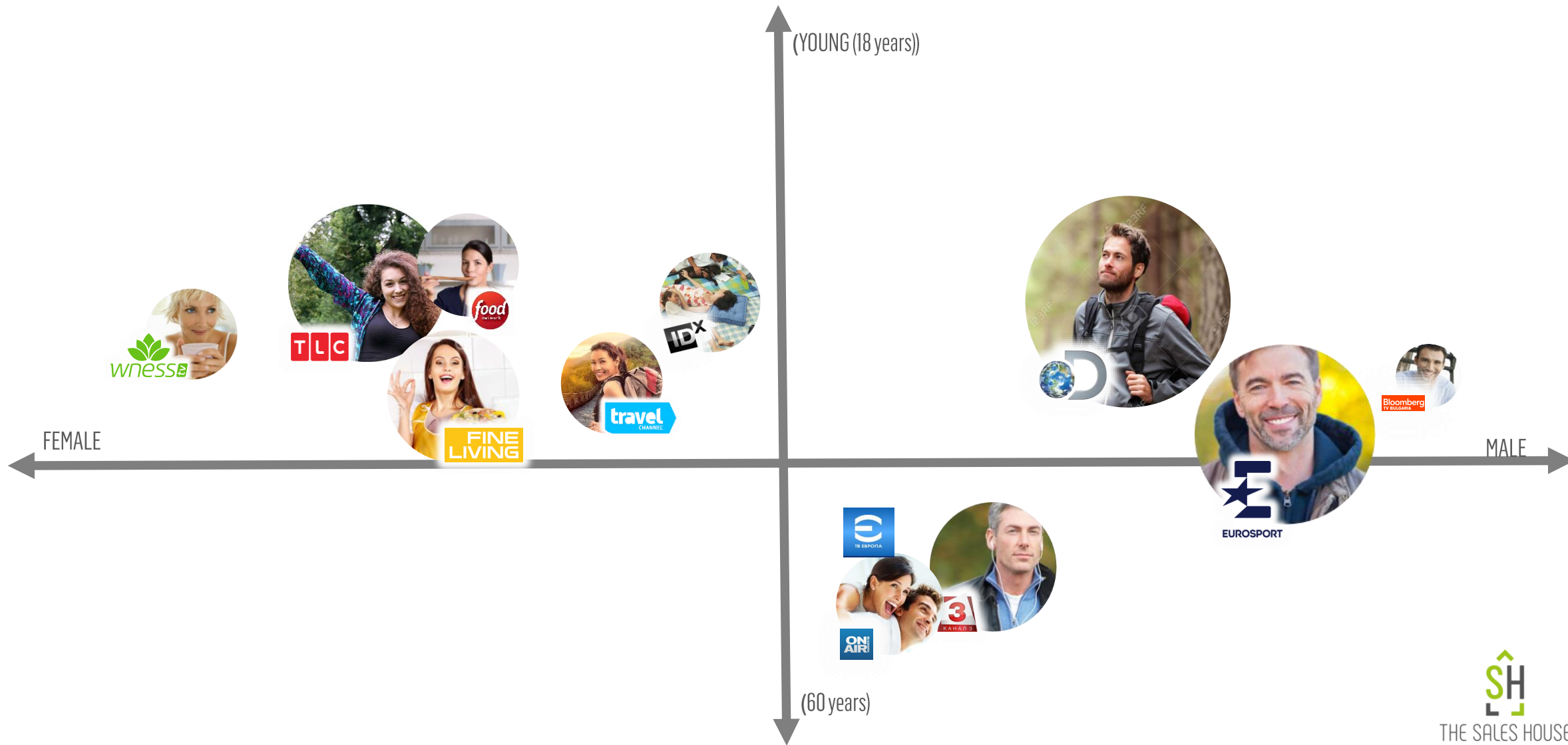




THE SALES HOUSE



# The Audience



# TV Channels & Audience







Discovery™

YACAUQA







**SURVIVAL**



**GOLD**



**TURBO**



**SCIENCE**

**★EUROSPORT**





# ★EUROSPORT



**FOOTBALL**



**CYCLING**



**TENNIS**



**MOTORSPORTS**



**ATHLETICS**







## **BRAND TRUTH**

**From shocking crimes and salacious scandals, to hard-hitting investigations, ID is the home of real-life mystery and suspense, incredible real stories.**

## **CONTENT**

**Addictive Storytelling, Real-Life Mystery & Crime, High Stakes, Real People**

## **TONE OF VOICE**

**Dramatic, Investigative & Suspenseful**

## **AUDIENCE INSIGHT**

**Information and gossip junkies who love to dig deep into the details and uncover the truth, because they find fact more entertaining than fiction.**

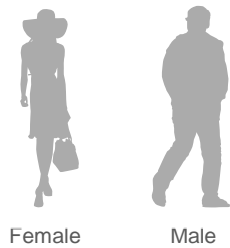
## **BENEFITS / IMPACT**

**The thrill of learning the truth behind real-life cases.  
A deeper understanding of the human psyche and behavior.**



# Represented Channels - clear targeting

## GENDER



Female

Male

## AGE



<18

18-49

50+

## SETTLEMENT



Rural

Urban

## EDUCATION



Primary

Secondary & University

High

Discovery CHANNEL



EUROSPORT



ID







No one takes you on an *emotional* journey like TLC.

We are the entertainment destination for the families you love, the characters you root for, and the authentic, compelling stories you can't find anywhere else.





**WEDDINGS**

**FOOD**

**FAMILY &  
RELATIONSHIPS**

**LIFE  
JOURNEYS**

**BODY  
SHOCK**

**DATING WITH  
A TWIST**





**travel**  
CHANNEL

The logo features the word "travel" in a bold, white, lowercase sans-serif font, with "CHANNEL" in a smaller, white, uppercase sans-serif font below it. The text is set against a dark blue background that is part of a larger graphic element consisting of a dark blue arrow pointing right, with a green arrow pointing right inside it. The background of the entire image is a tropical scene with a long wooden pier extending into clear turquoise water under a bright blue sky.



**Travel Channel presents a unique perspective on the travel experience. Programs transport viewers around the globe, from luxury getaways and culinary quests, from backpacking adventures to epic journeys.**

The Travel Channel logo is located in the bottom right corner. It consists of the word "travel" in a white, lowercase, sans-serif font, with "CHANNEL" in a smaller, uppercase, sans-serif font directly below it. The text is set against a dark blue background that features a white and teal chevron shape pointing to the right.

**travel**  
CHANNEL







**Food Network is a unique lifestyle brand that connects viewers to the power and joy of food. We strive to be viewers' best friend in food and are committed to leading by teaching, inspiring and empowering through our talent and expertise.**







**FINE  
LIVING**



**Showcasing lifestyle gurus, innovative designers, fashion experts and chefs from around the world**

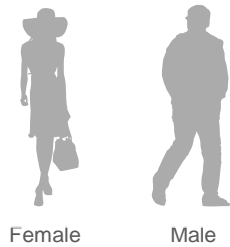
**FINE  
LIVING**





# Represented Channels - clear targeting

## GENDER



Female

Male

## AGE



<18

18-49

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## SETTLEMENT



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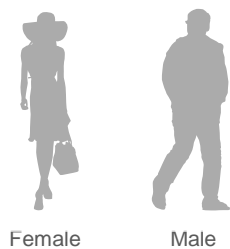






# Local Channels - clear targeting

## GENDER



Female

Male

## AGE



<18

18-49

50+

## SETTLEMENT



Rural

Urban

## EDUCATION



Primary

Secondary & University

High





# BRAND PARTNERSHIP



# Brand Partnership Advertising Forms

## IDENT COMMERCIAL

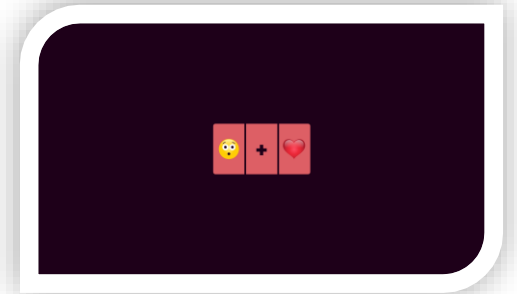
Creative animation which integrates the TV station bump with our partner commercial spot

creative animation that makes the spot easier to remember

Customized creative aired as break opener and/or closer

As break opener starts in editorial time

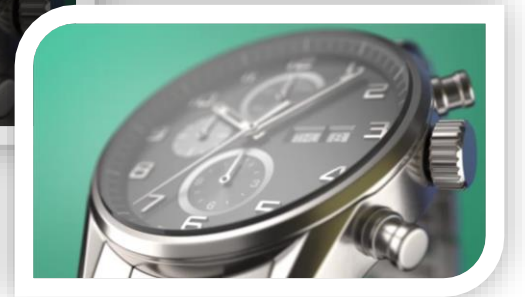
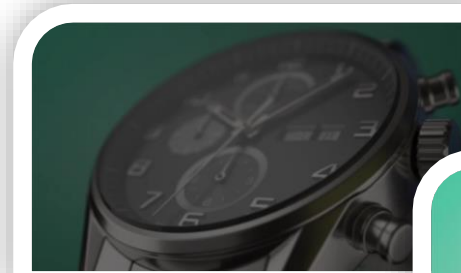
As break closer ends in editorial time



# Brand Partnership Advertising Forms

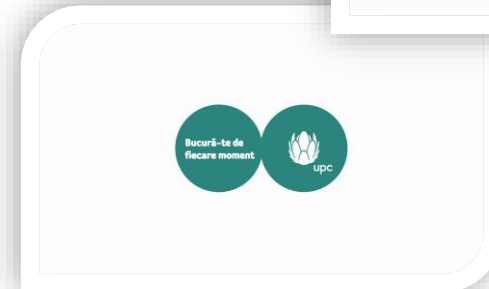
## BREAK KEEPERS

Paired Break keepers short spots (10 seconds each), aired before and after the commercial break.



## BILLBOARDS / BREAK BUMPERS

Billboards or Break Bumpers of the sponsor In & Out with just a visual or creative approach





# Brand Partnership Advertising Forms

## COMMERCIAL VIGNETTE

Short program designed to fit our partner communication goals leveraging Discovery fingerprint.

Aired instead of a commercial break as a stand alone partner commercial content

It is a 3 minutes direct communication tool that tells the story of our partner: brand values and history, production process, enhanced product features and benefits

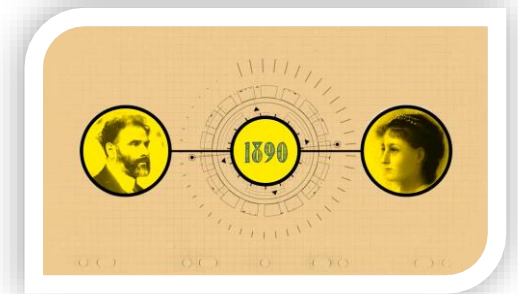


## SMART IDEAS

30" creative animation designed to fit our partner communication goals using a fun and scientific approach

Focuses on the differentiating factors of the partners product/ brand

Holds the viewers attention thru fun, smart and scientific facts that relates to our partner communication goals



# Brand Partnership Advertising Forms

## PROGRAMM SPONSORSHIP

Up to 30 seconds. Opening or closing the AD Break. (different animations)

In any case no matter the graphics – Advertisement sign should be present

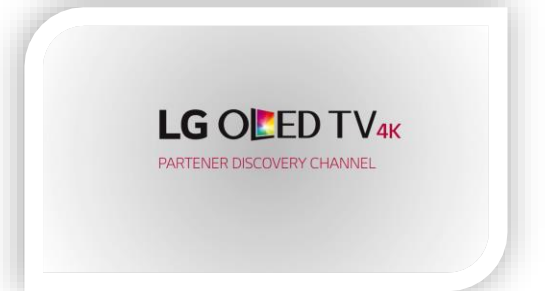
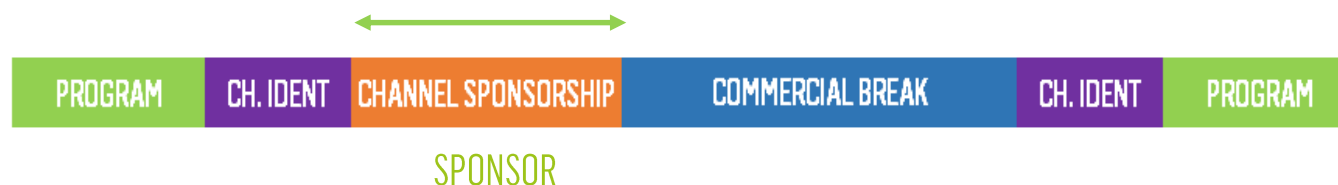
Promo Announcement of the Program in integration with TVC at the end or the beginning of the promo. (Custom project)

The sponsor in association with the program



## CHANNEL SPONSORSHIP

Exclusive 15" spot that communicates a premium and direct association between our partner and one of Discovery Channel brands





**The strength of the thematic TV channels is in the viewers' choice to watch their favorite content.**

**Advertise to the leaders and not to the followers!**

