



Discovery

Illustrating the world in all its wonder, **Discovery Channel** creates the highest quality, authentic content that transports fans into new worlds through awe-inspiring stories and immersive experiences.



POPULAR SHOWS

- Gold Rush
- Moonshiners
- Street Outlaws
- Deadliest Catch
- Naked and Afraid
- Expedition Unknown
- Alaska: The Last Frontier

GENDER



PRESENCE OF CHILDREN

16% Age 2-11
29% Age 2-17

HOUSEHOLD INCOME

60% \$75K+
42% \$100K+
12% \$200K+

MEDIAN HOUSEHOLD INCOME

\$84,370

EDUCATION

33% Bachelors Degree or Higher

AGE

32% Adults 18-49
39% Adults 25-54
54 Median Age

HOME OWNERSHIP

70%

AUDIENCE COMPOSITION

12% African-American
11% Hispanic

