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NEWS from Discovery Networks Asia-Pacific

DISCOVERY NETWORKS IN AUSTRALIA ANNOUNCES IGNITE 2010 IS NOW OPEN FOR SUBMISSIONS

- *Discovery Ignite is a local co-production funding initiative which was launched in 2007 to generate Australian and New Zealand programming for Discovery Networks Asia-Pacific –*

SYDNEY – November 17, 2009 – Discovery Networks Asia-Pacific (DNAP) in Australia, a unit of the number one non-fiction media company Discovery Communications, today announced that Discovery Ignite 2010 is open for programming submissions in the following categories: **Core Discovery***; **Turbo-Charged***; **Innovation*** and **Travel***.

Discovery Ignite gives Independent filmmakers in Australian and New Zealand the opportunity to pitch documentaries for local co-production. Producers are now invited to submit original, 'distinctly Australian and/or New Zealand' programming proposals in the above categories by January 31, 2009. Producers will be informed on February 12, 2010 if their project has been shortlisted and will then be invited to the Discovery Ignite pitching session at AIDC (Australian International Documentary Conference) on February 23-26, 2010.

Mandy Pattinson, Senior Vice president and General Manager, Australia and New Zealand, DNAP said, "We're very excited about the fourth round of Discovery Ignite, an initiative which has a long term goal to create innovative and local content, extend relations with Australian and New Zealand filmmakers and develop our Australasian talent pool."

At the Asian Television Awards recently, DNAP in Australia picked up a total of two wins and two commendations for Discovery Ignite productions including Winner for Best Achievement in HD and Highly Commended for Best Reality Programme (Storm Surfers), winner for Best Cinematography (Lonely Planet: Natural Born Traveller) and Highly Commended for Best Social Awareness Programme (The Future Makers).

“DNAP Australia is extremely honoured to win four awards for Discovery Ignite’s first round of documentaries. It is an initiative which gives us the opportunity to showcase the work of local documentary filmmakers on the international scene with Discovery’s worldwide audience, so we are absolutely delighted at the recognition received at the Asian Television Awards for Discovery Ignite’s documentaries”.

About Discovery Communications

Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) is the world’s number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 170 countries. Discovery empowers people to explore their world and satisfy their curiosity through 100-plus worldwide networks, led by Discovery Channel, Animal Planet, Discovery Science and Discovery HD, as well as leading consumer and educational products and services, and a diversified portfolio of digital media services including HowStuffWorks.com. In Asia-Pacific, seven Discovery brands reach 459 million cumulative subscribers in 32 countries with programming customized in 10 languages.

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2010 category and submission details:

***Core Discovery**

Discovery Channel is the proud home of *Deadliest Catch*, *Dirty Jobs* and *Man vs. Wild*. We’re looking for one-off program ideas that complement Discovery Channel’s existing core content as well as showcase distinctly Australian and/or New Zealand personalities or characters.

Personalities who immerse viewers in fascinating stories and extraordinary experiences – that build knowledge, satisfy curiosity and inspire the very spirit of Discovery. Your subject matter could take us to amazing locations, feature action and adventure, document characters overcoming extraordinary obstacles or maybe even surprise us with rare insights through a unique subculture. Ultimately, your story should have broad audience appeal.

***Turbo-Charged**

American Chopper, *Biker Build-Off*, *Overhaulin’* and *American Hot Rod* are some of the best loved shows on Discovery Channel and Discovery Turbo MAX. For all you gearheads, this is a chance to share your passion for all things fast n’ furious in a uniquely Aussie or Kiwi way.

We’re looking for high-octane stories of remarkable people who design, engineer, invent or race the impossible. The format’s open to interpretation, whether it is challenge-based, character or technology driven or if it goes behind-the-scenes at some unique event ... just don’t be afraid to get your hands dirty.

***Innovation**

Showcase the hottest trends in the world of science and technology with an Australian or New Zealand twist. Aussies and Kiwis inventing objects that could change the way we all live? What’s the latest in environmental lifestyle, development and technology? The content should be both topical and accessible like some of Discovery Channel’s flagship programs *Mythbusters* and *How Do They Do It?*

***Travel**

Focus on the experience of travel in all its richness. Whether it is roughing it out in the bush or living it up in 5-star luxury, Discovery Networks is looking for fresh program ideas that capture the spirit of the true traveller. Hosts should be ‘credible insiders’ with specialist knowledge or have a unique insight or point-of-view.

Another area of interest is Australia and New Zealand's diverse communities and intriguing lifestyles. Set against epic landscapes or the hustle and bustle of cities, stories of modern tribes and their unique codes of living that engage and excite both local and international audiences.

For all submission details visit:

<http://www.yourdiscovery.com/au/ignite> and follow the link to the submission details.