

DISCOVERY CHANNEL

The non-fiction men's channel par excellence

DISCOVERY CHANNEL tells the stories of people who continually push their boundaries and continue where others stop. Pioneers who create groundbreaking inventions, make unimaginable journeys or do work that only the most driven people are qualified to do. DISCOVERY CHANNEL stands for Intelligent Entertainment: for programs that inspire us, bring our imagination to life and provide food for conversation. By pushing their boundaries, the heroic pioneers not only make their own world bigger, but also yours, the viewer.

The core target is men aged between 25 and 54.

TV

Monthly reach ¹	5,578,000
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Audience Profile

Men	70%
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Women	30%
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6-15 years	2%
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16-24 years	3%
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25-34 years	3%
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35-44 years	6%
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45-54 years	17%
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55-64 years	34%
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65+ years	35%
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