



discovery+

Product Deck

DISCOVERY

THE GLOBAL LEADER IN REAL LIFE ENTERTAINMENT

TRULY GLOBAL FAN BASE

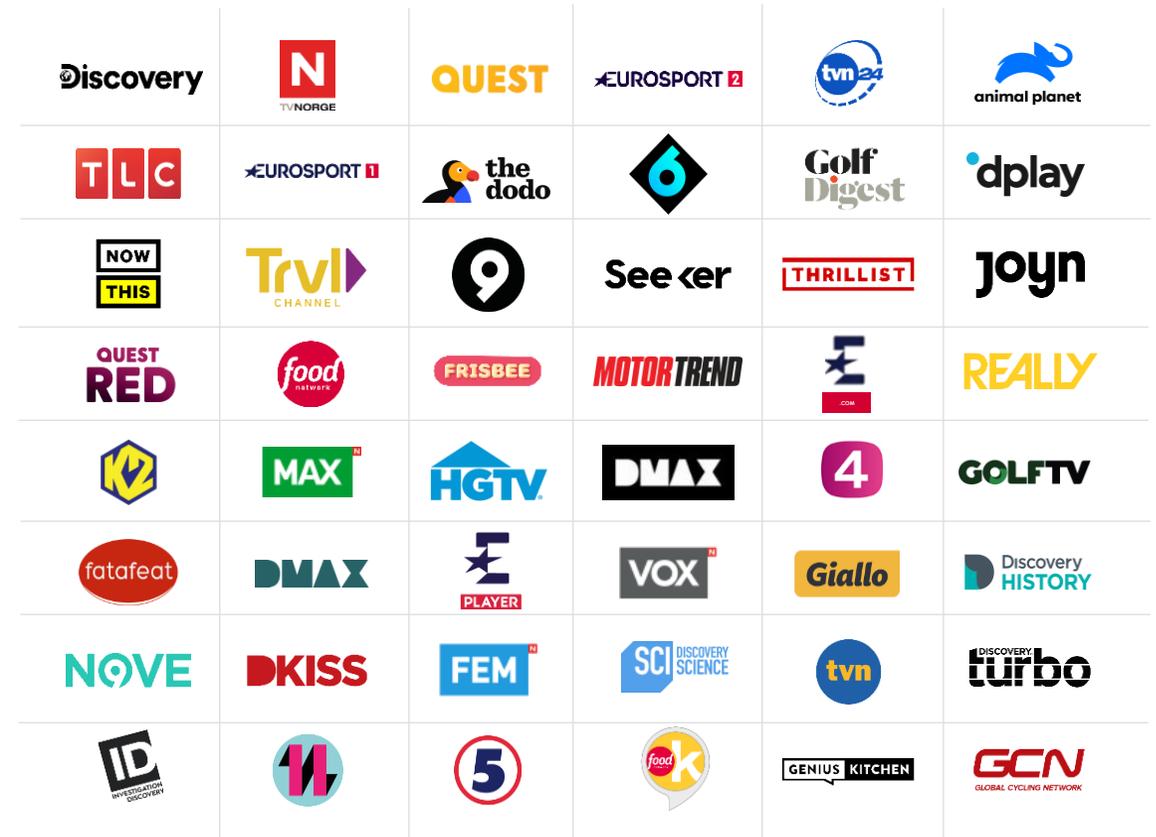
- 3.8BN global subscribers in 220 countries
- 1BN+ quarterly viewers on linear
- Free to air networks in 14 markets

REAL LIFE CONTENT POWERHOUSE

- 13,000 global fresh hours annually
- Unparalleled library of over 300,000 hours

SUBSTANTIAL DIGITAL INVESTMENTS

- Eurosport Digital, dplay, Joyn, Group 9 Media,
- Play Sports Group, Motor Trend, TVN player, Golf TV,
- Food Network Kitchen and Discovery Go
- 7BN+ global monthly video views



**PREMIUM FACTUAL, ENTERTAINMENT, LIFESTYLE
AND SPORT BRANDS IN MORE THAN 220 COUNTRIES**

WELCOME TO THE HOME OF
REAL LIFE ENTERTAINMENT

Purpose & Mission of Discovery+

We are driven by our purpose to Power People's Passions.
Our powerful ecosystem reaches real-world fans with our
multi-genre portfolio of brands and content



(RE)INTRODUCING DISCOVERY



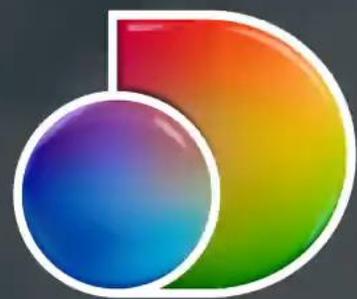
**800M+ VIEWERS
220 COUNTRIES**

**ONE SUPER
AGGREGATOR**

✓ FULLY OWNED CONTENT PIPELINE

✓ FULLY OWNED TECH STACK





discovery+

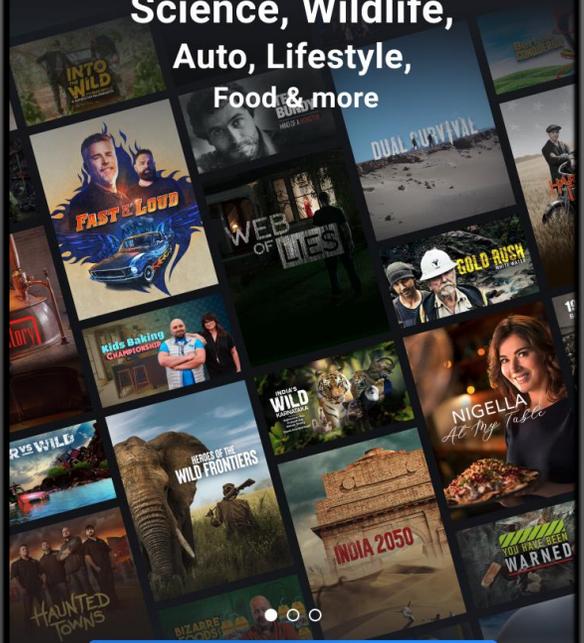


discovery+

The home of
real-life
entertainment



Best of Adventure,
Science, Wildlife,
Auto, Lifestyle,
Food & more



Personalize my Experience

Already a user? Sign in

Take me to Videos



Audio Available in
Upto 7 Languages

English

తెలుగు

हिन्दी

বাংলা

മലയാളം

தமிழ்

ಕನ್ನಡ



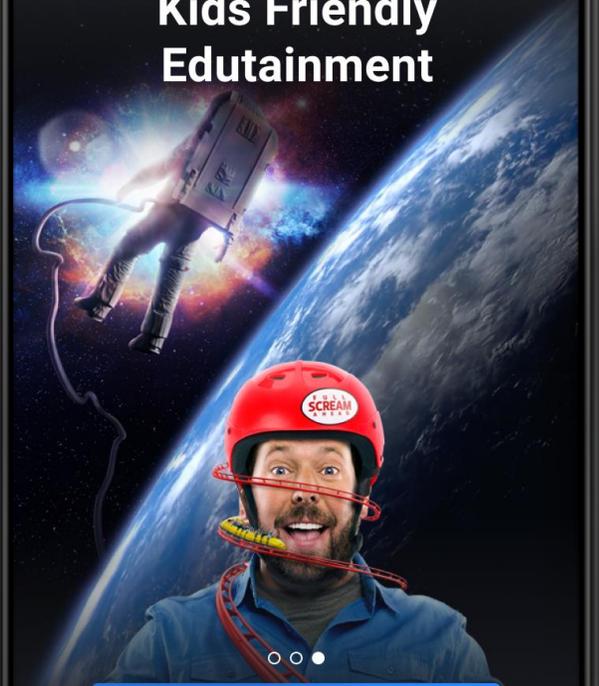
Personalize my Experience

Already a user? Sign in

Take me to Videos



Kids Friendly
Edutainment

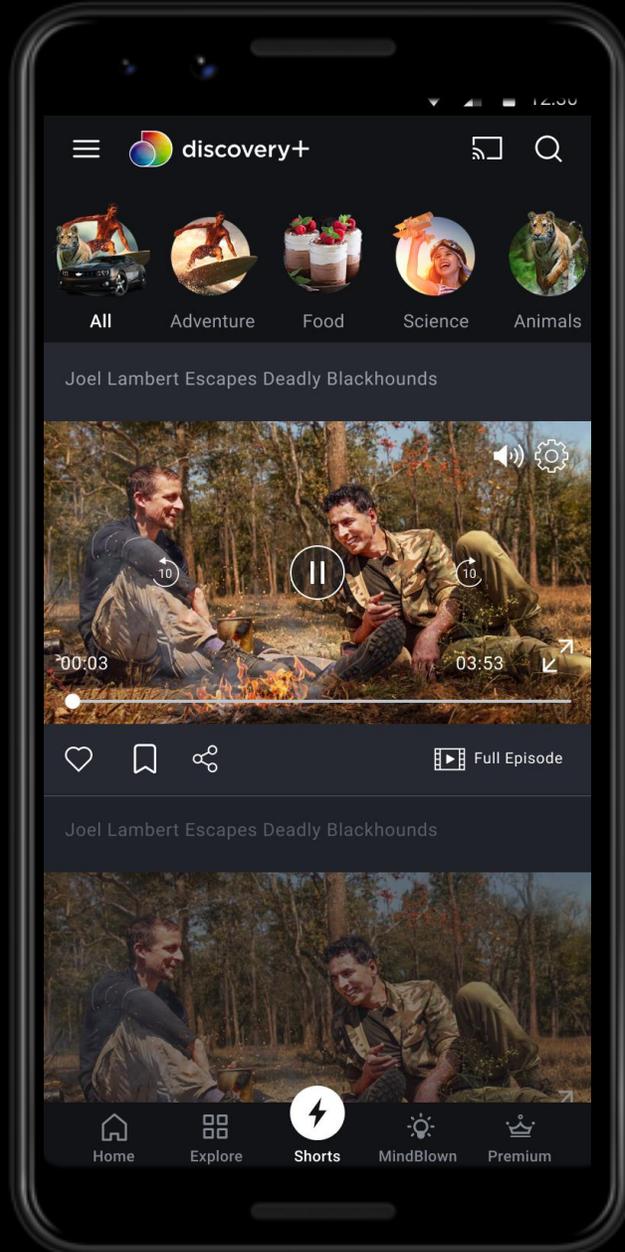


Personalize my Experience

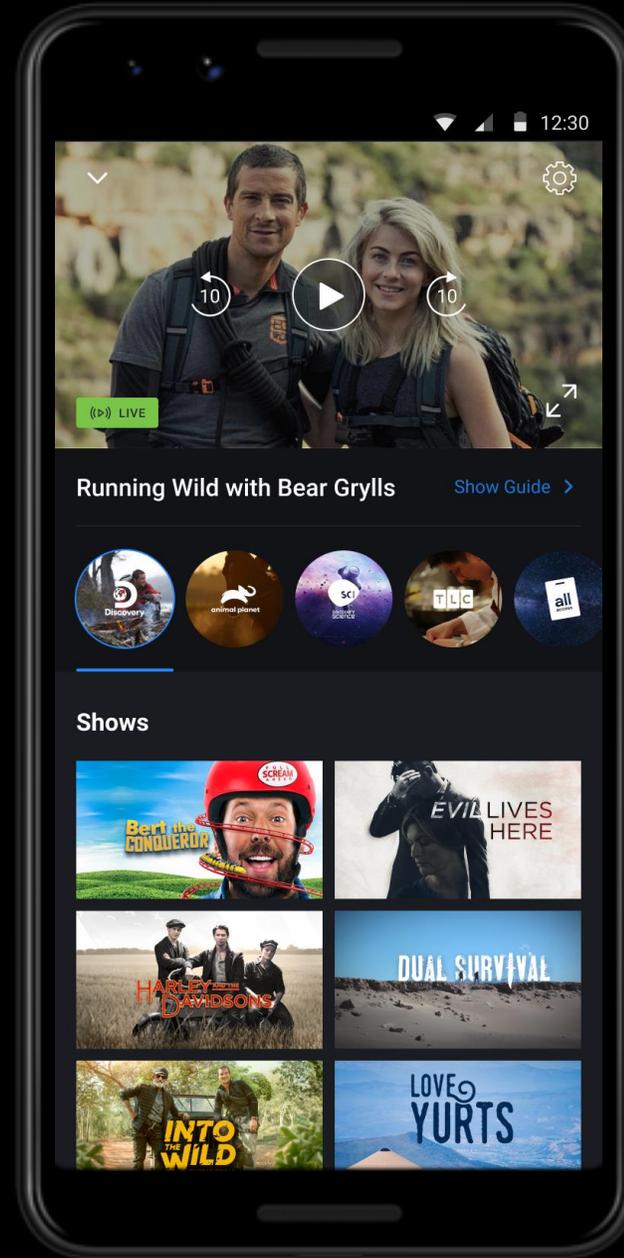
Already a user? Sign in

Take me to Videos

Shorts



Live TV



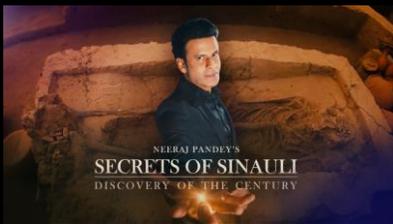
discovery+

Curated and
customized
experiences



discovery+ HAS THE LARGEST BREADTH OF REAL-LIFE ENTERTAINMENT

D+ Originals



D+ Exclusives



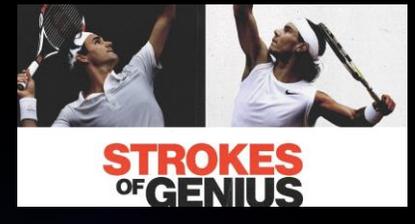
India Specials



Best of BBC



Sports



Live TV

Discovery



TLC

Discovery turbo

HGTV

Trvl CHANNEL



DMAX



Short form

Curated short form content | Daily refresh



**CONSISTENTLY AMONGST
THE HIGHEST RATED OTT
APPS IN INDIA**

**FEATURED EXTENSIVELY ON
PLAY STORE, APP STORE
AND FIRE TV**

4.6
Android

4.7
iOS

4.3
Fire TV

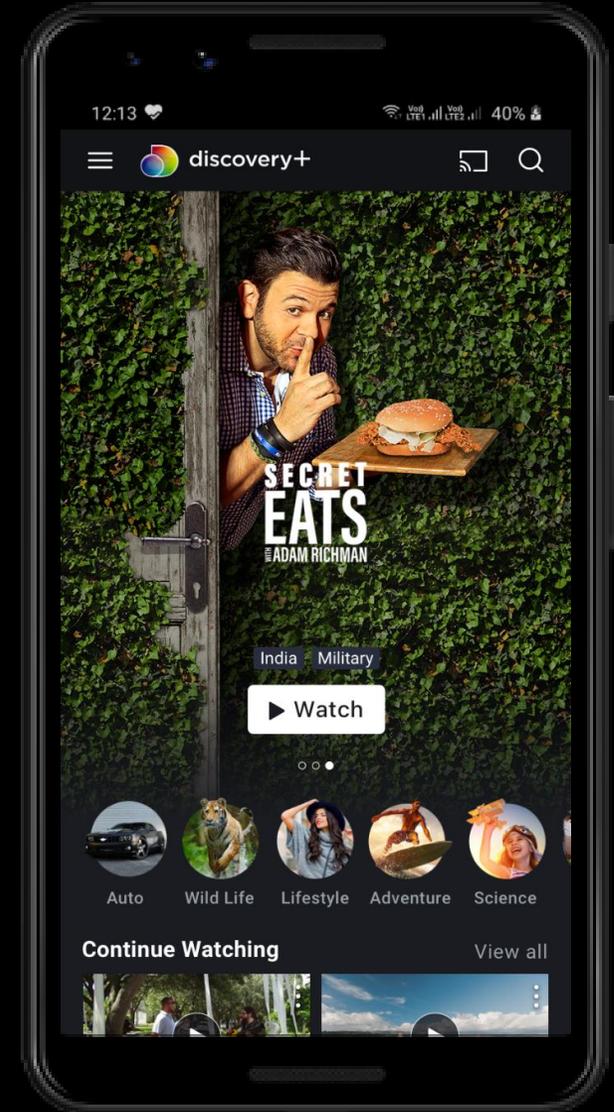
discovery+ PRODUCT OVERVIEW



androidtv



- ✓ Discovery Classics
- ✓ Thousands of short form videos
- ✓ Discovery+ originals and exclusives
- ✓ Live TV channels
- ✓ All Access
- ✓ Best of BBC



discovery+ ORIGINALS – INDIA KE LIYE

Mission Frontline



January 21

Rana Daggubati experiences the difficult life of a soldier while living with India's finest at the Border Security Force outpost in Jaisalmer.

Secrets of Sinauli



February

Presented by Neeraj Pandey and anchored by Manoj Bajpayee, uncover the mystery behind the excavations of Sinauli

Into The Wild



March

Bear Grylls returns to India for another adventure of a lifetime, and with a special guest in tow

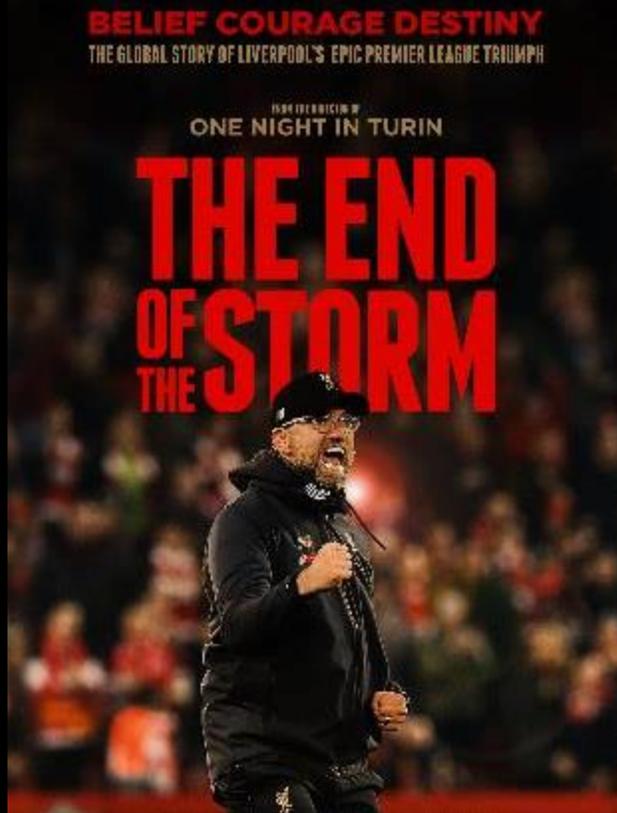
Surviving IX 1344



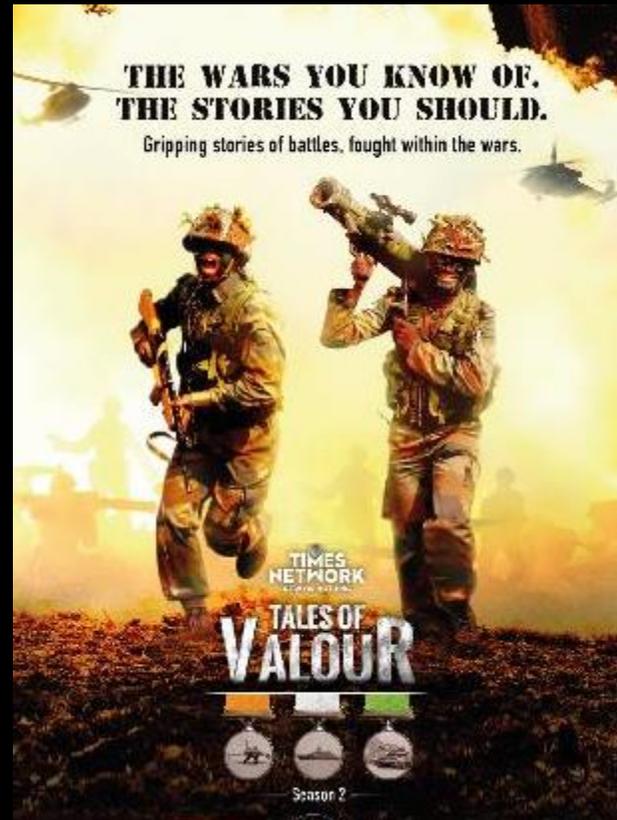
TBD

Survivors of the IX 1344 crash narrate a story of hope, broken dreams, miracles, tragedy and heroism.

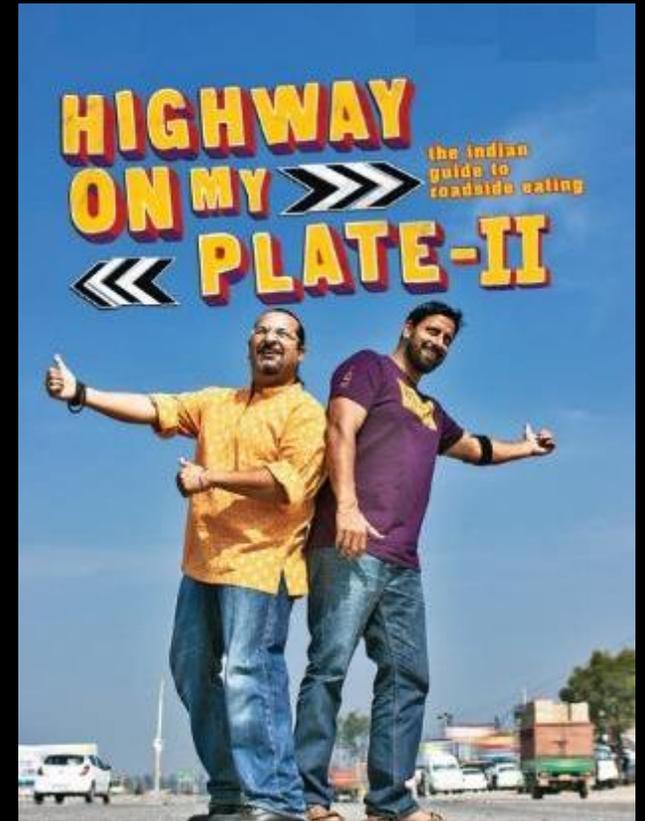
EXCLUSIVE ACQUISITIONS



Relive Liverpool FC's incredible triumph in the 2019/20 Premier League season.
Releasing **January 29**.



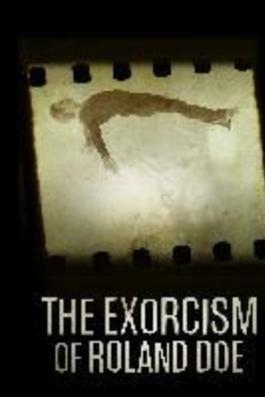
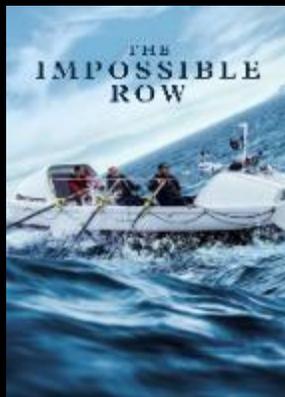
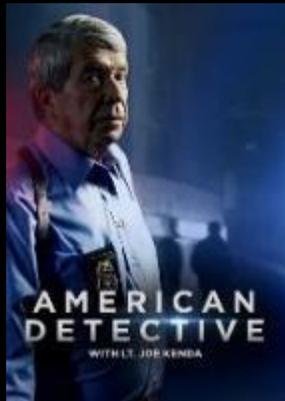
After a phenomenal start, Tales Of Valour returns for season 2, featuring 13 stories of courage and grit.
Releasing **February 1**.



Beloved icons Rocky and Mayur return with empty bellies and bursting enthusiasm. Releasing **March 1**.

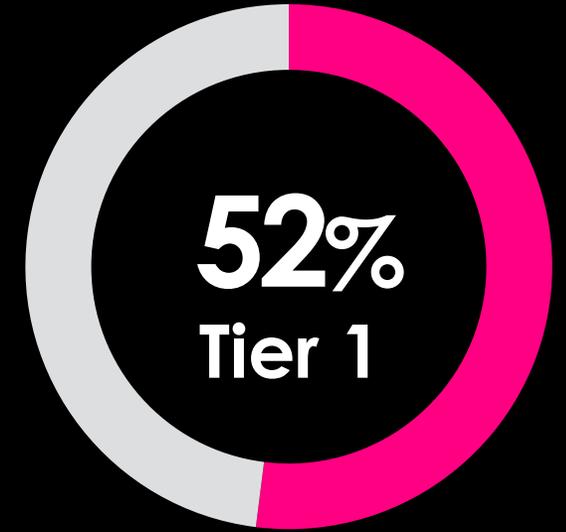
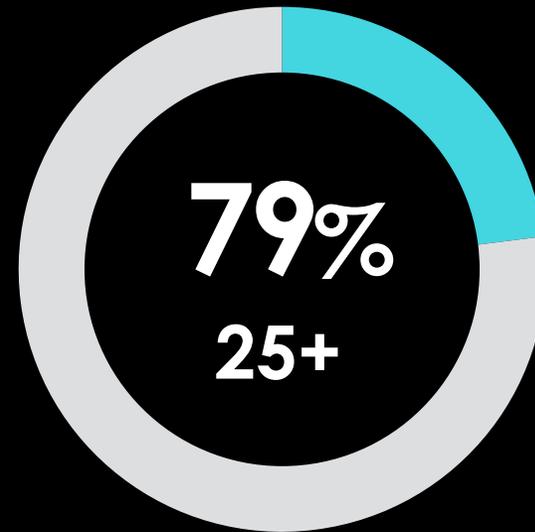
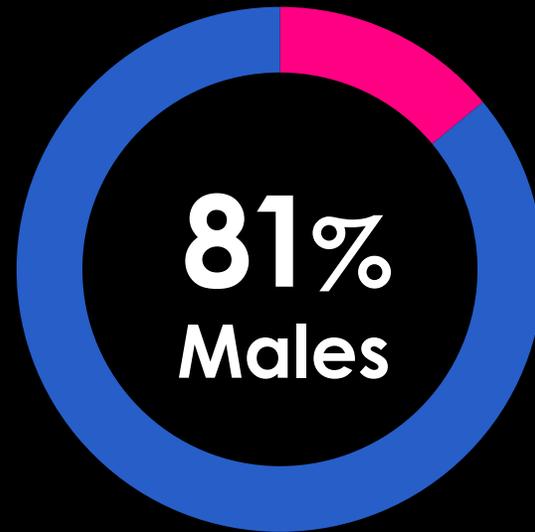
PREMIERING IN INDIA, FIRST ON discovery+

World Class Exclusive Originals.



DIFFERENTIATED PROPOSITION

RESONATING WITH WORKING MALE AUDIENCES, CUTTING ACROSS TIER 1, 2 & 3 CITIES



AUDIENCE INSIGHTS



2X JUMP IN ATS SINCE LAUNCH

76 MINS (MAR'20) VS 156 MINS (MAR'21)



**MORE THAN 50% USERS
WATCH CONTENT IN ENGLISH**



ADVENTURE



SCIENCE



LIFESTYLE

MOST POPULAR CONTENT GENRES



INTEREST AND AFFINITY:

SHOPPERS – 51%

TECH ENTHUSIASTS – 51%

FOOD AND DINING – 41%

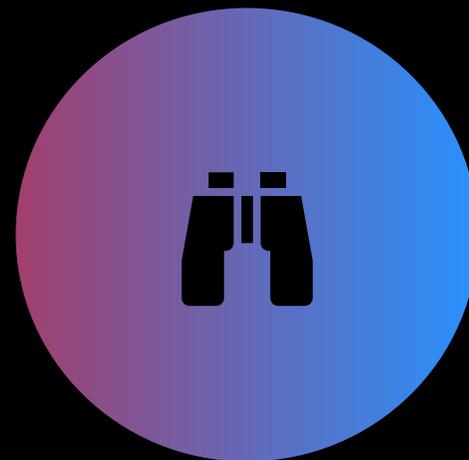
WHY discovery+



Highly
differentiated



Brand Safe



Best in class third
party verification

DISCOVERY+ AD INVENTORY

Android, iOS and Web platform

Units	Inventory type	Placement
Inventory Plan		
Masthead (ATF)	Daily	Homepage + category
Masthead - Shorts (ATF)	Daily	Shorts
Interstitials (Full screen)	Daily	Between sections
Banner Inventory (MTF)	Monthly (4 weeks)	Homepage + category
Pre rolls/Mid Rolls	Monthly (4 weeks)	Video in-stream
Sponsored Rails	Daily	Homepage
Curated Playlist	Daily	Homepage
Pinned Short Forms in shorts tab	Daily	Short form Section

DISCOVERY+ AD INVENTORY REFERENCE

Interstitials



- Placement between sections
- Full screen view

Mastheads



- Visibility on homepage & category
- First unit on homepage

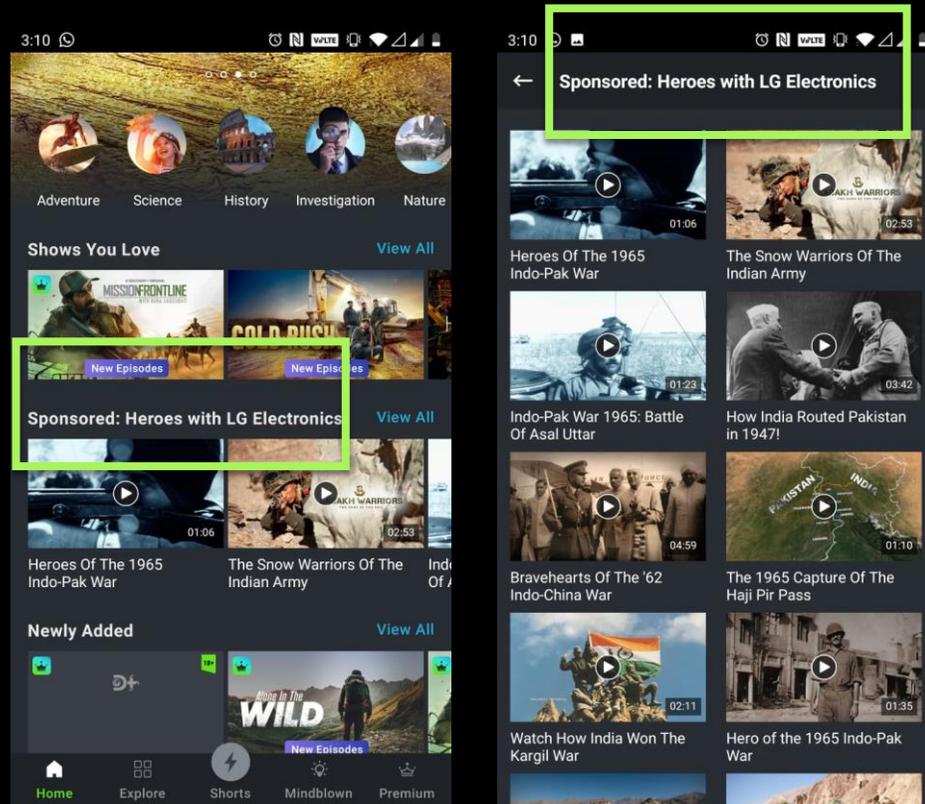
Video Pre/Mid Rolls



- Instream video ad unit
- Minimum 6 sec duration

DISCOVERY+ AD INVENTORY REFERENCE

Sponsored Rails



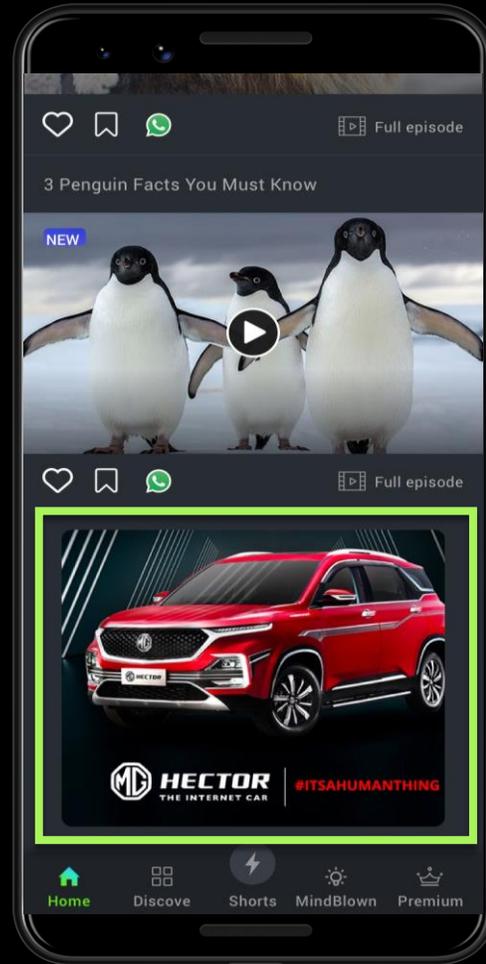
Home page

Section page

- High visibility on home page with branded rail title
- Best of category content curated to boost brand perception

DISCOVERY+ AD INVENTORY REFERENCE

Short Form MTF Banners



- Static/video unit