

SHORT DISCOVERIES FOR THE THRILL SEEKERS

DISCOVERY INTERNATIONAL
EMEA + GLOBAL PACKAGE



FOR THE THRILL SEEKERS

At WBD, we inspire people to push themselves out of their comfort zone to experience different worlds full of compelling characters that feed the spirit of adventure, travel and exploration. Our content is about education, inspiration and motivation that shows our viewers that anything is possible.

Guided by renowned survivalists such as Ed Stafford, Josh Gates and Vinnie Jones, our content presents the many epic aspects of the natural world which often people don't see, plus eye opening and intrepid expedition, adventure and survival shows that you simply wouldn't want to miss.

This is your chance to embed your storytelling into the thrill driven environment of WBD's network.

Discovery



discovery+

QUEST

DMAX



TRAVEL & ADVENTURE INSIGHTS

“
These shows are super inspiring, exciting, authentic and real. It is about adventures and exploring, the things I love. I want to be inspired by the real world, even if I watch it on TV! “(Roland, 34, DE)

“
Ed Stafford walked the length of the Amazon which no one had done before, that legitimized his credibility... I watched that because it's given me skills that I haven't got". (Woody, 41, UK)

58%

Watch TV shows
connected to Exploration
& Adventure

73%

consider TV to be essential
for their passion for More
than Exploration & Adventure

60%

of those watching
Exploration & Adventure
content across Discovery's
portfolio have purchased
brands / products seen
on the channel

TRAVEL & ADVENTURE INSIGHTS

“

People with a passion for Exploration & Adventure are active consumers across big ticket categories...”

55%

Are interested in other countries and cultures

More than a
THIRD
of people aged
14-54 are
passionate
about Travel &
Adventure

56%

Enjoy knowing what's going on in the world

82%

Agree we inspire them to go and try something

WBD USER: AFFLUENT, ADVENTUROUS AND OPEN TO ADVERTISING OPPORTUNITIES



ATTITUDES

604M like to explore the world

464M talk to their friends and family about new products

324M tend to buy brands I have seen advertised



Adventurous (Index 122)

Confident (index 119)

Affluent (index 103)

35

Average year

354

M Postgraduate degree



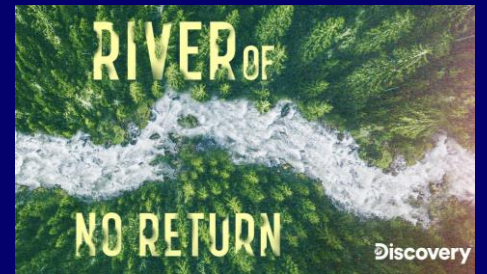
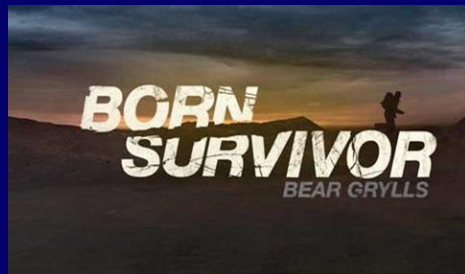
362 M
High

Income owners



297 M
BDM

PROGRAMMING ENVIRONMENT



SHORT DISCOVERIES CUSTOM CONTENT

Efficient. Short. Quick. Flexible. On brand. Digital first.

Short Discoveries is a short form content container made for partnerships. An opportunity to tell your story in a short (yet flexible) length, in the WBD (Discovery) tone of voice. Produced by our finest in-house team in partnership with you.

Stop the scroll. Grab the attention. Spread the word.

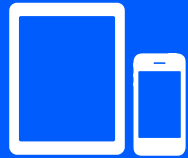
- Added value production*
- Endless thematic opportunities
- Mirroring the tone and style of preferred Discovery IP
- Multiple lengths (~5 minute hero for social**, 60" versions for broadcast, 30" for pre-roll etc.)
- Ready for contextualisation by VOX
- Flexible scheduling – mix and match opportunities
- Talent. Experts. Innovators. Influencer.

* Starting from 500K USD minimum spend

** Subject to approval from Discovery's social teams



SHORT DISCOVERIES ASSETS & DISTRIBUTION



HERO FILM

Up to 5' long self contained short film for digital and social media distribution.

Social posts on Discovery Channel's social feeds with the partner handshake.

Available for partner's O&O.

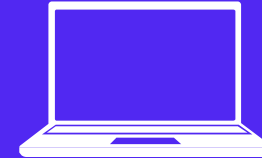


ADVERTORIAL

15", 30" and 60" cuts of the HERO film for commercial distribution (linear and digital).

Placement in the commercial breaks in relevant environment retaining audience attention and interest.

Suitable for pre-roll on Discovery's YouTube channels and in custom banner ads.



CONTENT HUB

A custom partnership hub can host the video content and additional features like image galleries, articles, behind the scenes clips and further insight into the partners brand and/or product.

All digital and linear activations can drive to the hub for further insight.

SHORT DISCOVERIES THOUGHT STARTERS



EVERY DAY IS AN ADVENTURE

Adventure is a mindset – from visiting the new café around the corner to climbing Mount Everest. We are driven by our curiosity to experience something new, something that makes our day that little bit more special - a dish tasted for the first time, a theme park ride or even a nature walk.

Stories of adventures don't all have to be about travelling to distant lands and reaching unreachable heights (although they can be). Sometimes it's the little adventures that get the audiences engaged and rooting for the everyday adventurer. There are no small adventures.

EXAMPLE



THE GREEN THRILL

Adventures are not always all about the thrill and the adrenaline. Sometimes they can be about doing something for the planet whilst stepping out of our comfort zone.

These are the adventures that take us on hikes to plant trees, boat trips to clean the ocean and explorations to meet the endangered animals.

Sometimes more hands on and sometimes just to shine the spotlight on the issues these are adventures of the green kind with a future of our planet in mind.



THROUGH THE EYES

It can take a lot of imagination to figure out how the world looks to others around us. The best way to get a glimpse at that is to tag along with a visual storyteller - a photographer, videographer or painter.

We get an inside look into what they see, how they interpret it and learn what to look out for when we are on our next adventure.

We see the adventures through their eyes, their lenses, their canvases.

EXAMPLE



I KNOW A PLACE ...

Sometimes the best adventure you can have is to tag along with someone local and passionate. Journey to the hidden gems and get exposed to some of the funnest experiences.

These are the stories that lace the beautiful visuals with stories of those who live and breathe their own adventures and are happy to share it with the world.

It's that human touch that truly makes us feel that we need to get there to experience these adventures ourselves.

EXAMPLE

SHORT DISCOVERIES

LUXURY TRAVEL THOUGHT STARTERS



SAIL MAIL - UNSEEN HEROES

My friend spent a season onboard a beautiful yacht and worked with a crew who were hired by the owner to have his boat delivered to whichever location he wanted at different times of the year.

The owner wasn't interested in being on his boat for the epic A-B journey but, once his vessel arrived at port he'd jump on with friends and enjoy bopping around on the water close to shore for a weekend of sun, sea and many cocktails.

In this short series, we'll hear incredible stories from crewmen (unsung heroes) like my friend who get to experience living and sailing on these extravagant vessels and who likely benefit more from memorable and breathtaking boating adventures at sea than the wealthy who actually own them.



RUNWAY VACAY

Airports always make me feel a little anxious - you can't be late, what if the check-in line moves too slow? will my baggage be ok? will I be interrogated at security? will my flight be delayed? ...the list goes on.

I've recently heard that there are now airports around the world that have incredible activities for passengers to enjoy while waiting hours for their flights. This could help change my perception of airports entirely.

In this series we look at the coolest airports and what makes them so special.

From ice rinks, yoga studios, hot springs and more - vacation can now start even before you leave the runway. HURRAY!!



BOAT PARTY

Holiday makers that enjoy an all inclusive cruise will likely have planned excursions organised at each exotic port. But, as ships get so much more luxurious with their amenities will people feel the need to even get off at all?

In this series we'll visit the most incredible vessels that offer the most spectacular and surprising of onboard activities. Some you'll never have heard of until now.

From race tracks, snow grotto's and underwater lounges to glass bottom sea walks, skydiving simulators and roller coasters.

We have no doubt that the next trip you'll book will be one on the open sea.



MAKING TRACKS

From Canada's coast to coast railway that takes you through the Rocky Mountains to Thailand's Death Railway which sounds ominous but actually offers endless beautiful - join us as we experience some of the world's most breathtaking journeys by train.

Not only will you see the captivating views from your seat but you'll also learn about what each train has to offer onboard and importantly the history of the engine and the work that went into building the tracks that it travels along.

Get ready to see some of the most unusual but unforgettable ways to travel that are out of the ordinary and absolute luxury.

SHORT DISCOVERIES

LUXURY TRAVEL THOUGHT STARTERS



REACHING REMOTE

In this series we'll look at the most remote vacation locations that have unique accommodation when you get there.

The question might be, how do you get to a place like that? Well we'll work it out and show you the way and inspire you that experiencing something this fabulous is achievable.

Whether it's by train, then a boat, then a chartered flight and then a husky sled it will be a remarkable commute like no other!

Sometimes those tranquil times away are worth the unusual journey, but perhaps the travelling part can be just as exciting as when you get to your final stop.



A 1ST CLASS PASS

Is 1st Class travel really as fabulous as they say? What are the perks and is it really worth the value of what they're asking us to pay for it?

In this series we'll travel VIP from the moment we leave our front door to the second we return home.

We'll hear the perspective from the those receiving their luxury travel care to that of those serving the 1st class experience.

We'll learn what it feels like to sit in a private jet, have a penthouse room for the night and get that all star treatment.

Let's skip those line ups and see what all the fuss is about shall we?



YOU SNOOZE YOU CRUISE

There is so much incredible entertainment aboard a cruise ship these days that you almost don't want to sleep in fear of missing out on things happening.

In this series we'll go behind the scenes with crewmen, chefs and entertainers on board the most exciting cruise ships in the world. We'll get a fly on the wall point of view to see all of the hard work that goes into preparing and providing the most equiset and exciting guest experiences as possible.

Perhaps our talent can join in on a thing or two too - from serving meals, putting on a purple wig or hosting karaoke this, will be a fun and enlightening time on board luxury.



THE CAPTAINS CABIN

I often wonder while I'm buckling up in economy and getting ready for my in-flight entertainment binge what the captain will be watching the duration of the journey. I wonder what the view is from the cockpit, how it all works and how beautiful it must look from his perspective.

In this series we get an opportunity to sit next to a variety of captains and experience their POV while ferrying passengers to different locations.

Whether it's flying a plane, sailing a huge ship, driving a subway train or shoveling coal into a steam engine this is our ticket to understanding what front row really looks and feels like.

Thanks