

SHORT DISCOVERIES FOR THE FOOD

DISCOVERY INTERNATIONAL
EMEA



WARNER BROS.
DISCOVERY

FOR THE FOODIES

At WBD, we inspire people to step out of their comfort zone and try something new and different. The best adventures can start from home and adventures in food are some of the best ones. Our content is about education, inspiration and motivation showing our viewers that anything is possible.

Guided by world renowned chefs such as Rachel Khoo, Tom Kerridge and Ree Drummond (to name just a few), our content invites our audience to the ultimate culinary journey filled with mouthwatering moments.

This is your chance to embed your story into the taste driven environment of WBD's culinary portfolio.



FOOD INSIGHTS

- Fresh and healthy, indulgent and inspirational our content is a menu for everyone - feeding our passion for food.
- Expert presenters build strong emotional connections, we understand the importance of food in our lives – always caring, sharing and exploring

The closest a brand can get to the viewers kitchen. Share their passion for food, inspire new recipes and create relationships with consumers.

“

If I am planning to cook for other people, I watch the Food Network to see if I can get some inspiration. (Aiosa, 28, UK)

Nearly
half
of people aged 14-54 are
passionate about Food

62%
watch TV shows
connected to
Food

69%
consider TV to be
essential
for their passion for
Food

70%
of those watching Food
content across Discovery's
portfolio have purchased
brands / products seen
on the channel

FOOD & DRINKS ARE ON THE TOP INTEREST OF OUR WBD BRANDS AUDIENCE

Our users tend to be health conscious



58%
Food & drink (Index 119)

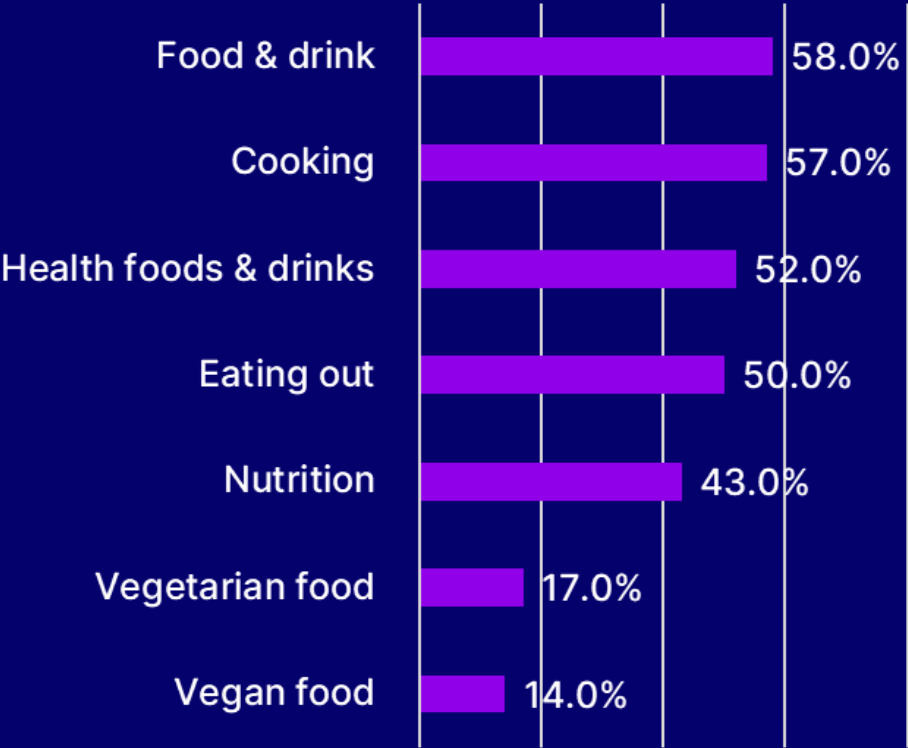
51%
Health-conscious (Index 108)

60%
Main responsibility for food shopping (Index 110)

20% Are ordering groceries on their mobile (Index 133)

15% Food & restaurants topics talked online (Index 129)

30% Are planning to purchase household equipment (Refrigerator, oven, microwave (Index 118)



Source : Global Web Index Q4 2021 to Q3 2022 (49 countries) univers = 2,6B / WBD brands users = 1,1 b

PROGRAMMING ENVIRONMENT



TALENT POOL



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 Discovery tone of voice. Produced by Discovery's finest 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 Group Nine
- 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

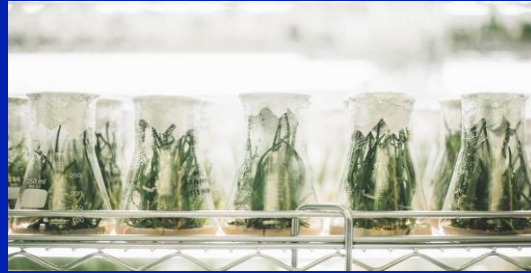
FOOD THOUGHT STARTERS



WE ARE WHAT WE EAT

Food brings us together. As a family around the dinner table, as friends out on a brunch, as colleagues at lunch ... Food is the ultimate connector offering nourishment and setting a scene for companionship.

Every food story is a human story – someone somewhere invented the dish, someone else added their own secret ingredient (probably LOVE), someone passed it onto their children. Others have built family businesses and charitable actions around food. They don't say love comes through the stomach for nothing.



ROCKET* SCIENCE

Let's be honest, my idea of being adventurous in the kitchen is adding garlic to everything. But there are those who are always looking for the next best thing in food. They think of new ingredients, conjure up stunning pairings, find alternatives to be more sustainable and at times turn to science to create something totally new.

There are some amazing visionaries and innovators walking amongst us ready to reinvent food and they deserve to step into the spotlight. Food is far from being invented.

* Eruca vesicaria - an edible annual plant in the family Brassicaceae used as a leaf vegetable for its fresh, tart, bitter, and peppery flavour.



TASTE THE WORLD

Food and travel go hand in hand. You know – Indian food, Chinese food, Mexican food, Italian food and so on. Every place on our blue marble can offer a culinary experience to a weary traveller. From ingredients found only in certain parts of the world to dishes that define culture.

A travel story told through the lens of food is not only about the taste but also one of culture, tradition, hospitality, and experience. It's an opportunity to stop being a spectator and join in on the feast.



FURRY FEAST

Let's change the meaning of "dog's dinner" for ever! Our fur babies and fluffy companions deserve better. They share our lives, rejoice when we rejoice, comfort us when we are sad and give us that piercing stare when we dig into our steak.

From guides to most dog friendly restaurants to visits to cat cafes, from understanding what is truly good for your pet to making them an elaborate dinner worthy of a Michelin star. Their unconditional love deserves to be celebrated.

SHORT DISCOVERIES

DRINK THOUGHT STARTERS



A COCKTAIL CONCOCTION

There should be a cocktail for every season shouldn't there. A dry January mocktail? a March mixer? an April aperitif? Sure, why not!?

In this series we'll work alongside our Discovery talent who host our favourite food TV shows to find and showcase how to create the perfect concoctions for each month of the year - recipes and step by steps included.

I always avoid cocktail making as it seems complicated so I'll be first in line to have this series on hand to become quite the pro in order to impress my guests at dinners parties moving forward.



PERFECT PAIRINGS

Often when I host I wonder whether that food and drink I'm serving that night is paired properly. Is there someone in the room that knows more about that kind of thing and is now wondering why I game them red wine with chicken.

In this series we'll learn so simple yet very helpful tips from people who know what they're doing to help us remember what beverages go well with which classic dishes to make hosting nights less stressful and more something to be confident and proud about.

It's time to become a pairing pro. I hope you're hungry!

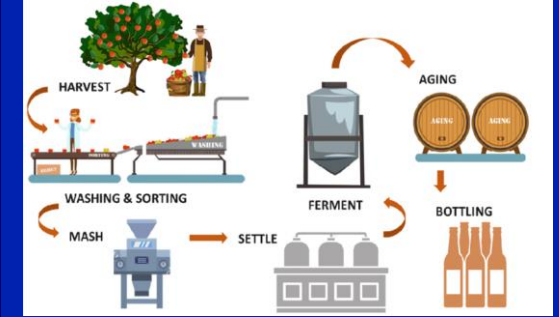


HISTORY AND HICCUPS

Across the road and throughout history people used all sorts of items to use as drinking apparatus. It wasn't just a mug or a glass but bone, tin and clay for a variety of different beverages.

Join us on an international journey as we discover what people drank and what they used to drink from back in the day plus what has remained a staple within different countries and cultures.

From the viking horn, to a yerba mate calabash flask let's hear the history and drink some classics in traditional style to make it an unforgettable historical experience.



HOW ITS MADE

A lot goes into making your favourite beer, wine, cider, whisky and more and we're here to discover the process from start to end. Aren't you intrigued?

We'll visit local farms, orchards and breweries to dot all the i's and cross all the t's in how our most beloved beverages are made and distributed out to those who love them.

From harvesting grain, shaking the apples off the tree and squishing grapes beneath our bare feet (yeah, that's a thing) it's going to be a juicy journey and one that's educational, fun and likely a little messy.

OUR INSIGHTS



Average monthly reach
9M

Audience profile
65% female skew



Average monthly reach
11M

Audience profile
70% female skew



Average monthly reach
2M

Audience profile
65% male skew



Average monthly reach
18M

Audience profile
67% female skew



Average monthly reach
4M

Audience profile
65% male skew

Thanks