

# SHORT DISCOVERIES FOR THE RACERS

DISCOVERY INTERNATIONAL  
EMEA



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# FOR THE RACERS

At WBD, we inspire people to step out of their comfort zone and try something new and different. The best experiences can be on the road or at home in your garage and adventures in motoring 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 motor pro's such as Ant Antstead, Cristy Lee and Richard Hammond (to name just a few), our programming invites our audience to the ultimate joyride that's packed with gearhead adventure and edge of your seat content designed to rev up your auto passions.

This is your chance put your pedal to the metal and embed your story into the automotive driven environment of WBD's motoring portfolio.

**MOTORTREND**

**QUEST**

**DMAX**

 **discovery+**

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# PROGRAMMING ENVIRONMENT





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# 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.

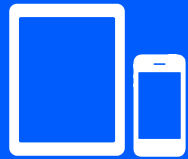
- Added value production\*
- Endless thematic opportunities
- Mirroring the tone and style of preferred Discovery IP
- Multiple lengths (~5 minute hero for social\*\*, 60" versions for broadcast, 30" for pre-roll etc.)
- Ready for contextualisation by Group Nine
- Flexible scheduling – mix and match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

## MOTORING THOUGHT STARTERS



### NEED FOR SPEED

As someone who is perfectly happy going 5 MPH on the go-karts my need for speed is best appreciated from the side-lines. That's the beauty of it isn't it, you don't *need* to be the one buckling up at the start line (phew) in order to enjoy the ride. We can all feel part of the race from any side of the track and have a fresh perspective to share that keeps conversations fueled and exciting.

The backmarker, the marshal, the mechanic, the one placing all the bets on who will win (I've always wondered how they pick) - the POVs are many when the flag is raised and I'm curious how it may feel from someone else's seat - one very different from my own.



### ADVENTURE AWAITS

If there is ever an opportunity for a road trip or adventure, sign me up. There's nothing quite like packing your vehicle full of bags, getting the playlist ready and setting off into the great unknown - right?

Whether in a kitschy camper van for a whistle stop tour, a snazzy 4x4 for an off-road route or a classy convertible to channel my inner Thelma and Louise - starting that engine equates to adventure and, I'm here for it!

From back seat stories to capturing cultural moments and connection, once behind the wheel the possibilities for inspiration and making lasting memories are endless.

EXAMPLE



### ENGINEERING ECO

*"Environmentally friendly cars will soon cease to be an option, they will become a necessity"* - Fujio Cho

It's said that approximately 30% of the planet's CO2 emissions are a result of transportation. So what is the automotive industry doing to reduce their carbon footprint and advocate for climate change whilst also acknowledging that we still need to get from A-B.

From the smallest considerations like utilising recycled materials for interior design to producing the next best electric car there are pioneering practises to be found and championed as we engineer toward a more eco friendly future.

EXAMPLE



### ROLL UP YOUR SLEEVES

I've changed a tyre or 2 in my time (add applause here) but I'm no grease monkey, trust me - this is the extent of my mechanical expertise.

Ever wondered about the finer details of constructing a motor masterpiece though? I have. Where does passion and patience come from? How does one approach a custom design challenge? What cog goes where?

From epic engine fixes, overhauling that classic car, radical paint jobs, understanding what's under the hood and knowing your way around the workshop - it's time to roll up our sleeves, get our hands dirty and learn from the best.

EXAMPLE

# Thanks