

# SHORT DISCOVERIES FOR THE **CHANGE MAKERS**

DISCOVERY INTERNATIONAL  
EMEA



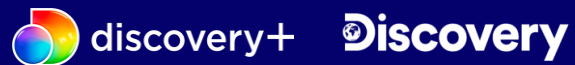
**WARNER BROS.  
DISCOVERY**

# FOR THE CHANGE MAKERS

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

Popular series like *The Great Interior Design Challenge* and *Action Planet - Climate Challenge* are merely the tip of the iceberg. Ranging from aspirational talent to educational entertainment we are here to encourage our eco-conscious viewers to the screen.

This is your chance to embed your story into the eco-driven environment of WBD's Sustainability portfolio.



# THE CHANGE MAKERS

“

*Discovery was created with a mission to educate, inform, and inspire audiences about the world around us. As a purpose-driven company that reaches more than 1 billion people around the world, we carry forward a deep commitment to making a difference through storytelling that gives a voice to the voiceless. This commitment is core to who we are and we know that we do well by doing good. - David Zaslav - President & CEO of WBD*

PROMO

“

*The planet's ongoing climate crisis and environmental justice are important issues to the passionate and engaged NowThis audience. We are excited to partner with Discovery and celebrity changemakers to spotlight ways that audiences can take action to combat the human impact on our planet. - NowThis President, Athan Stephanopoulos.*

57%

of our audience always try  
to recycle

52%

of our audience feel that  
helping the environment is  
important

37%

Of our audience care  
about environmental  
issues

50%

Of our audience state that  
they like exploring the world

# OUR AUDIENCE ACTS FOR THE ENVIRONMENT



43%

Index 129

Interested in Environmental issues

56%

Index 121

Claim “helping the environment is important to me”

Our WBD audience is 26% more likely to talk about environmental issues online

48%

Index 117

Always try to recycle

61%

Index 107

Pay more for an eco-friendly product

47%

Index 120

Environmentally friendly packaging is the most motivation to purchase electronics\*

29%

Index 130

Buy second-hand items because it’s better for the environment\*

80%

Index 108

Think more positively about a technology company if their products are sustainable\*

*\*Countries: US, Canada, Brazil, China, Australia, Singapore, Japan, India, France, UK, Italy, Germany*



# OUR AUDIENCE IS SOCIALLY AWARE



**64%**

Index 114

Believe all people should have equal rights

**65%**

Index 116

Describe themselves as open-minded

**56%**

Index 119

Like to know what is going on in the world

**55%**

Index 120

Are interested in other cultures / countries

**54%**

Index 122

Interested in Politics / Social / Local issues

**42%**

Index 122

Claim “contributing to my community is important to me”

**42%**

Index 117

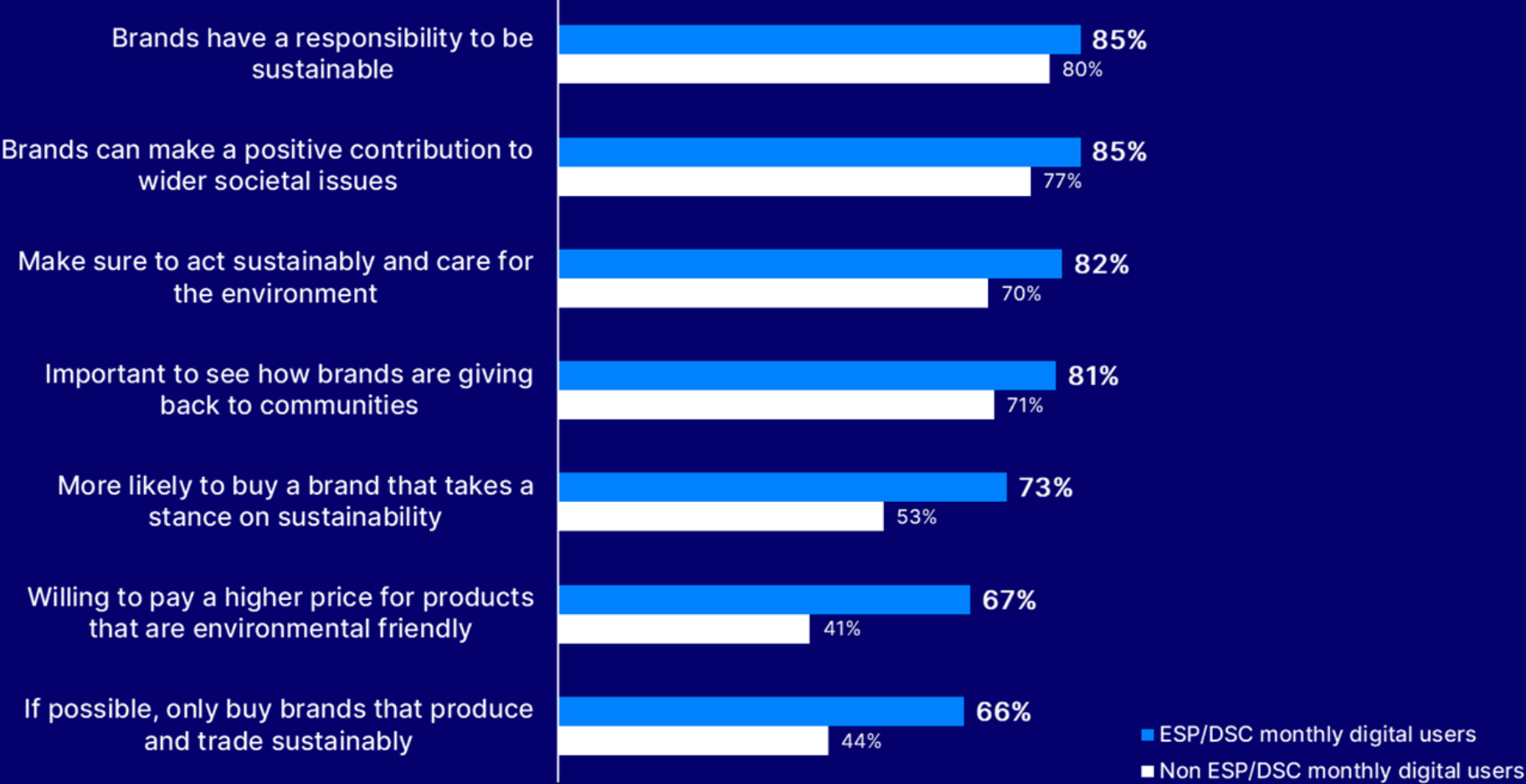
Claim “helping others before myself is important to me”

**26%**

Index 124

Interested in Charities / volunteering

# OUR AUDIENCE ACTS FOR THE ENVIRONMENT



# PROGRAMMING ENVIRONMENT



# DISCOVERY VALUES



**NOW**  
**THIS**

PROMO

High-profile celebrity activists come together to talk about organizations who are making a sustainably minded impact today - including Matt Damon's Water.org, Jane Fonda's Fire Drill Fridays, and Adrian Grenier's Lonely Whale.

In partnership with NOWTHIS - we elevate the importance tackling today's environmental issues as we strive to make positive and inspiring footsteps to save our planet's future.



OUR VALUES

With the globe emblazoned on our logo and our longstanding commitment to tell stories about the natural world, we seek to protect the planet and ensure there will always be stories to tell. We acknowledge that climate change is a real threat to our world and business and Discovery is committed to curbing our own impact on the environment. In addition to steps we have already taken, we are setting a number of new goals including achieving net zero for Scopes 1 & 2 by 2030 and working to identify and reduce our Scope 3 emissions.



PROMO

Discovery RISE connects our audiences with opportunities to turn compassion into impact, with trusted non-profit partners who specialize in tackling the existential threats of our day and creating meaningful change. Through a holistic, local, regional and global approach, we help alleviate hunger, protect the planet, support equity, respond to disasters and provide the resources people need to thrive. Together, we multiply our impact. Together, we RISE.



# DISCOVERY VALUES



EXAMPLE

Discovery partnered with World Wildlife Fund to support a global effort to double the number of tigers in the wild by 2022. This collaboration aims to ensure a healthy habitat for future generations of tigers by helping conserve nearly six million acres of protected land across four countries.



EXAMPLE

Yas Island in the UAE is a preservation reserve that sees 17,000 animals roaming free and land that stretches for miles. Known for its incredible geology and black diamonds Yas has won many awards as the world's leading sustainable tourism destination.



TEASER

The dinner party of the future is an important conversation around what food we'll be eating in 50 years time if climate change continues at the rate it's going.

# 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.

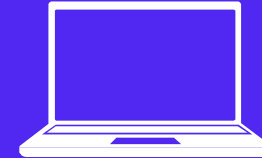


### ADVERTORIAL

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

## SUSTAINABILITY THOUGHT STARTERS



### COSMETIC CONSCIOUS

From Dr Emma Craythorne, Drag Queen Trixie Mattel and Dermatologist Sandra Lee - Discovery has an array of talent passionate about talking health, wellness, skincare and style.

Whether it's about what you're using to take off your makeup or what your new T might be made of - Consideration toward what we're putting in and on our bodies should matter not only to ourselves but the environment as well.

So, how does trying organic brands and making vegan friendly choices help our planet? What ingredients are in the non-natural products that I'm using? Is botanical really better and how is this packaging ethical and this one not?

Questions? Let's ask our experts!



### MAKE A DIFFERENCE DINNERS

Eating dinner with chip-shop style wooden forks may feel like nails down a chalkboard to some but thankfully, there are MANY options out there to help us avoid the plastic grab and throw equivalent and steer us to taking simple eco friendly shifts while enjoying food on the go.

From garden parties, riverside picnics or roadtrip refreshments - let's bring our reusable cups, saucers and sustainably minded conversations to the dinner table and discuss our options and how best to inspire change one bamboo straw sip at a time.



### WISDOM IN THE WILDERNESS

*"What if we all believed in alternative ways of creating dwellings that reduce our footprint on the land?" - @instead.works*

The successful sustainable ventures of today will act as the inspiration and catalyst for what's created by the next generation tomorrow. We see the youthful passion of Greta Thunberg and Luisa Neubauer highlighted as two of today's recognizable climate activists but there are many more to champion.

From wind and solar farmers to those building tiny homes off the grid - Let's learn from the eco-trailblazers of today as they pass along their words of wisdom to ethically minded entrepreneurs, keeping the sustainably minded momentum going.



### WALK AND TALK ECO

I'll never forget the UK news a couple of years ago. Local authorities from around England's coastlines reported an unprecedented level of litter since the lockdown restrictions eased. It was said to be colossal and the photo's proved it.

While tucked away we heard stories of animals (globally) entering locations that they wouldn't have usually due to less human activity and people uttering that mother-earth was taking her moment to breathe and regenerate.

It's mind-blowing then that at the first chance of freedom some would run to their favourite and most beautiful outdoor spaces and then leave it in debris devastation.

Let's walk and talk about this in better detail - coming with just our thoughts and leaving just our footprints.



# SHORT DISCOVERIES

## SUSTAINABILITY THOUGHT STARTERS



### 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.

EXAMPLE



### HOME IS WHERE THE HEART IS

I've started hunting for my first ever home to buy - a cute cottage or perhaps a city loft. Either way I can't wait to pour my heart into somewhere special, fill it with all my favourite thrifty finds and settle in style.

Have I ever painted a single wall? - No. Have I ever upcycled floorboards hidden beneath old grubby carpets? - No. Have I ever fixed gaps and cracks with wall filler? - Pffft. So yeah, clearly a lot to learn over here. - Send help!!

I'm determined to become that cost efficient designer star whilst staying as sustainably minded and resourceful as possible. So, pick up a paint brush people - it's time to get creative.



### GLOBAL WARMING WARNING

From the eco-focused series *Down to Earth* with Zac Efron to the documentary *Above and Beyond* that examines the role that NASA plays for our planet by investigating current and future initiatives - we understand the importance of fact finding and truth telling.

The world is constantly warned of melting ice caps, forest fires and animal extinction so it's crucial to elevate these narratives in attempts to stir a reaction and response from our viewers.

The trajectory of our planet is shifting and our storytelling must keep up, there's a lot to shine a spotlight on around the world and we can bring the reality of the situation to people's sofas, together.



### 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.

# OUR INSIGHTS



**Discovery**

Average monthly reach  
5.5M

Audience profile  
68% male skew



**Discovery**

Average monthly reach  
2M

Audience profile  
69% male skew



**Discovery**

Average monthly reach  
2M

Audience profile  
65% male skew



**Discovery**

Average monthly reach  
2M

Audience profile  
61% male skew



**Discovery**

Average monthly reach  
4M

Audience profile  
65% male skew

# Thanks