









# BRAND GUIDEBOOK

 **Discovery**  
2020-2021





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The Discovery Channel logo, featuring a globe icon and the word "Discovery" in a bold, white, sans-serif font.A man, Glenn Stearns, is smiling and standing in front of a wooden wall. He is wearing a dark puffer jacket over a plaid shirt and a grey sweater. A blue truck is partially visible on the right.

Glenn Stearns:  
Undercover Billionaire

## Key Metrics

**57%**

Male

**56**

Median Age

**\$72.1k**

A25-54 HHI

**24.5min**

A25-54 Avg.  
Length of Tune

## Top 5 Series – A25-54

**GOLD RUSH**

**GOLD RUSH**  
WHITE WATER

**GOLD RUSH**  
**PARKER'S TRAIL**

**GOLD RUSH**  
**DAVE TURIN'S**  
**LOST MINE**

**DEADLIEST CATCH**  
**BLOODLINE**





The SpaceX Crew:  
Nasa and SpaceX: Journey to the Future

## Key Metrics

**59%**

Male

**59**

Median Age

**\$73.6k**

A25-54 HHl

**23min**

A25-54 Avg.  
Length of Tune

## Top 5 Series – A25-54

**MYSTERIES** OF THE  
**ABANDONED**

**STRANGE**  
EVIDENCE

**SECRETS**  
IN THE **ICE**

HOW THE  
**UNIVERSE**  
WORKS

**THE**  
**EXPLOSION**  
**SHOW**





Bindi, Terri, Robert Irwin:  
Crikey! It's The Irwins

## Key Metrics

**47%**

Male

**60**

Median Age

**\$73.8k**

A25-54 HHI

**22.3min**

A25-54 Avg.  
Length of Tune

## Top 5 Series – A25-54

THE  
**AQUARIUM**

**NORTH  
WILDS  
LAW**

**LONE STAR LAW**

**PIT BULLS  
& PAROLEES**

THE ZOO





# MOTORTREND

Rob Corddry, Jethro Bovingdon, Dax Shepard:  
Top Gear

## Key Metrics

**73%**

Male

**55**

Median Age

**\$69.8k**

A25-54 HHI

**19.62min**

A25-54 Avg.  
Length of Tune

## Top 5 Series – A25-54

**IRON**  
RESURRECTION

**TEXAS METAL**

**FASTEST CARS**  
IN THE DIRTY SOUTH

*Barnett-Jackson*

**JUNKYARD  
EMPIRE**





Guy Fieri:  
Guy's Grocery Games

## Key Metrics

**36/64**

% M/F Skew  
A25-54

**54**

Median Age  
P2+

**\$79.0k**

A25-54 HHI

**34min**

A25-54 Avg.  
Length of Tune

## Top 5 Series – A25-54

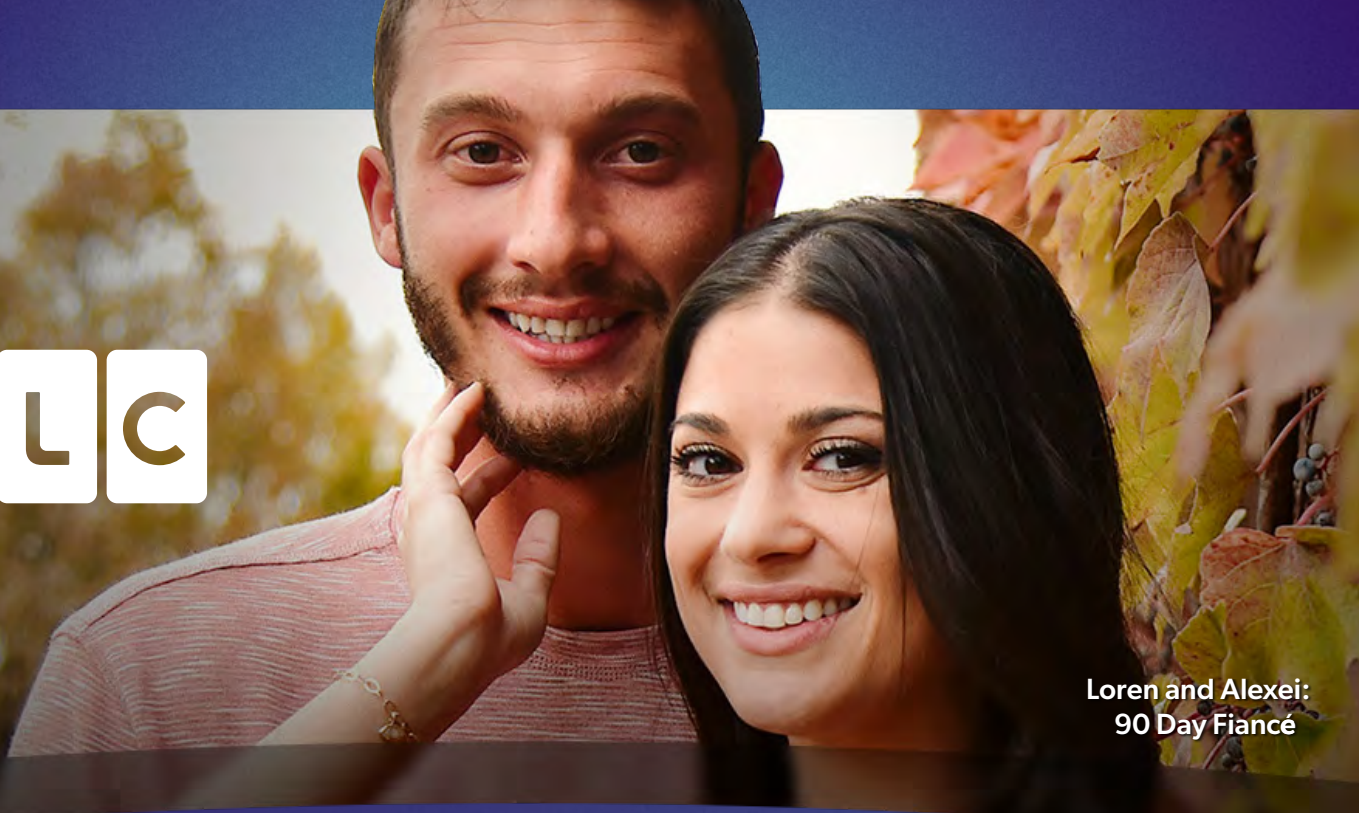
**WORST COOKS**  
IN AMERICA

**HALLOWEEN**  
**WARS**

*Guy's*  
**GROCERY**  
**GAMES**







Loren and Alexei:  
90 Day Fiancé

## Key Metrics

**24/76**

% M/F Skew  
A25-54

**58**

Median Age  
P2+

**\$72.4k**

A25-54 HHI

**27min**

A25-54 Avg.  
Length of Tune

## Top 5 Series – A25-54

**90 DAY FIANCÉ**

**Darcey  
&  
Stacey**

**sMothered**

**counting  
on**

**sweet home  
SEXTUPLETS**



# OWN



Iyanla Vanzant:  
Iyanla, Fix My Life

## Key Metrics

**27/73**

% M/F Skew  
A25-54

**59**

Median Age  
P2+

**\$62.2k**

A25-54 HHI

**34min**

A25-54 Avg.  
Length of Tune

## Top 5 Series – A25-54

TYLER PERRY'S  
*The* **HAVES** and the  
**HAVE NOTS**

*love & marriage*  
HUNTSVILLE

**FAMILY | ♥ | FIANCÉ**

**BLACK  
LOVE**

**GIRLFRIENDS**  
**CHECK IN**



# COOKING

CHANNEL

Eddie Jackson:  
Eddie Jackson's Game-Day Playbook

## Key Metrics

**41/59**

% M/F Skew  
A25-54

**55**

Median Age  
P2+

**\$85.5k**

A25-54 HHI

**24min**

A25-54 Avg.  
Length of Tune

## Top 5 Series – A25-54

**MAN  
v.  
FOOD**

  
**FIREMASTERS**

**CARNIVAL  
EATS**

**Eddie Eats  
AMERICA**

**BIZARRE  
FOODS:**  
DELICIOUS  
DESTINATIONS





Ben & Erin Napier:  
Home Town

## Key Metrics

**28%**

Male

**61**

Median Age

**\$90.9k**

A25-54 HHI

**24.4min**

A25-54 Avg.  
Length of Tune

## Top 5 Series – A25-54

**CELEBRITY  
IOU**

**RENOVATION  
ISLAND**

**HOME  
TOWN**

**MY LOTTERY  
DREAM  
HOME**

**LOVE IT  
OR LIST IT**





# ID

Paula Zahn:  
On the Case with Paula Zahn

## Key Metrics

**33%**

Male

**57**

Median Age

**\$69k**

A25-54 HHI

**26.5min**

A25-54 Avg.  
Length of Tune

## Top 5 Series – A25-54

LT. JOE KENDA  
**HOMICIDE  
HUNTER**

*EVIL* LIVES  
HERE

**BODY CAM**

**IN PURSUIT**  
WITH JOHN WALSH

**People**  
MAGAZINE  
INVESTIGATES





The Osbournes:  
THE OSBOURNES WANT TO BELIEVE

## Key Metrics

**40%**

Male

**54**

Median Age

**\$62.4k**

A25-54 HHI

**28.4min**

A25-54 Avg.  
Length of Tune

## Top 5 Series – A25-54

**GHOST**  
ADVENTURES

**GHOST**  
ADVENTURES  
QUARANTINE

**EXPEDITION**  
**BIGFOOT**

*The*  
**OSBOURNES**  
WANT TO BELIEVE

**PARANORMAL**  
CAUGHT ON CAMERA





Chase & Ashley Morrill:  
Maine Cabin Masters

## Key Metrics

**42%**

Male

**61**

Median Age

**\$92k**

A25-54 HHI

**21min**

A25-54 Avg.  
Length of Tune

## Top 5 Series – A25-54

**MAINE**  
CABIN MASTERS

**BARNWOOD  
BUILDERS**

**BEACHFRONT  
BARGAIN HUNT  
RENOVATION**

**RESTORING  
GALVESTON**

**BUILDING  
ALASKA**



