

**DISCOVERY, INC. JOINS *ON ADDRESSABILITY* INITIATIVE WITH DISTRIBUTION PARTNERS  
CHARTER, COMCAST AND COX TO ENHANCE ADDRESSABLE CAPABILITIES ACROSS ENTIRE U.S.  
PORTFOLIO OF 18 NETWORKS**

*Advanced Advertising Technology Will Allow for Discovery Advertisers to  
Maximize Impact by Reaching Desired Consumers*

**New York – July 30, 2020** – Discovery, Inc., the global leader in real-life entertainment, today announced it will join the *On Addressability* initiative, along with other major media organizations and distribution partners Charter’s Spectrum Reach, Comcast Advertising and Cox Media, to unlock addressable advertising capabilities across the organization’s suite of 18 U.S. networks.

The *On Addressability* initiative enables Discovery to offer advertisers dynamic ad insertion in both VOD and linear environments delivered to aggregated household audiences across the Charter, Comcast and Cox cable television footprints, consistent with each company’s commitment to privacy.

“Discovery has long been at the forefront of the movement to bring linear addressable advertising to the U.S. ad sales market,” said Keith Kazerman, EVP, Digital Sales, Advanced Advertising and Research, Discovery, Inc. “This initiative is a major milestone and represents a huge step forward in scaling Discovery’s addressable offering.”

“*On Addressability* is a best-in-class initiative that provides programmers an opportunity to make their networks more impactful with increased data-driven capabilities for targeting and measurement,” said David Kline, Executive Vice President at Charter Communications, and President of Spectrum Reach. “We look forward to working with Discovery and helping to lead the way in scaling their addressable offering and innovative advertising solutions.”

“We’re very excited to have Discovery join *On Addressability*. When we launched this call to action last year, the focus at the time was working with distributors, such as Charter and Cox, to create the foundation. Now, we’re embarking on the next big chapter, by working with programmers such as Discovery to build out that inventory,” said Gina Mingioni, SVP, Strategy and Operations, Comcast Advertising. “Discovery’s joining is a testament to the scale, support and industry adoption we’ve seen behind *On Addressability*.”

Discovery Ad Sales has been a pioneer in advanced advertising since launching Discovery Engage in 2016, Discovery’s data management and analytics platform for targeting, optimization and measurement beyond age and gender. With a suite of 18 networks, including TLC, the #1 network in cable, Discovery is a leader in cable television. With the addition of *On Addressability* to its offerings, Discovery is now able to offer clients immediate scale and reach, available in approximately 40 million households across the United States.

“Discovery’s participation in *On Addressability* makes a valuable addition to options for reaching a range of audiences, from broad reach to specific audiences,” says Louis Gump, SVP, Cox Media. “This milestone adds to the growing momentum to bring enhanced addressability to the media landscape to meet the needs of our advertising customers.”

Launched in June 2019, *On Addressability* is pioneering a linear and VOD television solution for addressable advertising to maximize the impact and value of TV as a scalable and sustainable marketing platform.

The initiative enables addressability on linear and set-top-box VOD television by employing learnings, including identifying effective practices and standards, enabling technical solutions and working to solve larger challenges such as measurement. Canoe Ventures has signed on as the technical support for the initiative, which includes managing service for linear and VOD.

###

### **About Discovery**

Discovery, Inc. (Nasdaq: DISCA, DISCB, DISCK) is a global leader in real life entertainment, serving a passionate audience of superfans around the world with content that inspires, informs and entertains. Discovery delivers over 8,000 hours of original programming each year and has category leadership across deeply loved content genres around the world. Available in 220 countries and territories and nearly 50 languages, Discovery is a platform innovator, reaching viewers on all screens, including TV Everywhere products such as the GO portfolio of apps; direct-to-consumer streaming services such as Eurosport Player, Food Network Kitchen and MotorTrend OnDemand; digital-first and social content from Group Nine Media; a landmark natural history and factual content partnership with the BBC; and a strategic alliance with PGA TOUR to create the international home of golf. Discovery's portfolio of premium brands includes Discovery Channel, HGTV, Food Network, TLC, Investigation Discovery, Travel Channel, MotorTrend, Animal Planet, Science Channel, and the forthcoming multi-platform JV with Chip and Joanna Gaines, Magnolia, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports and Home of the Olympic Games across Europe. For more information, please visit [corporate.discovery.com](http://corporate.discovery.com) and follow @DiscoveryIncTV across social platforms.

### **About On Addressability**

The On Addressability initiative maximizes the impact and value of TV as a scalable and sustainable marketing platform. Spearheaded by Comcast Advertising in summer 2019, On Addressability is led by Comcast, Charter and Cox and welcomes participation across the industry. For more information, please visit [www.comcastadvertising.com/onaddressability](http://www.comcastadvertising.com/onaddressability).

### **About Charter**

Charter Communications, Inc. (NASDAQ:CHTR) is a leading broadband connectivity company and cable operator serving more than 29 million customers in 41 states through its Spectrum brand. Over an advanced communications network, the company offers a full range of state-of-the-art residential and business services including Spectrum Internet®, TV, Mobile and Voice.

For small and medium-sized companies, Spectrum Business® delivers the same suite of broadband products and services coupled with special features and applications to enhance productivity, while for larger businesses and government entities, Spectrum Enterprise provides highly customized, fiber-based solutions. Spectrum Reach® delivers tailored advertising and production for the modern media landscape. The company also distributes award-winning news coverage, sports and high-quality original programming to its customers through Spectrum Networks and Spectrum Originals. More information about Charter can be found at [corporate.charter.com](http://corporate.charter.com).

### **About Comcast Advertising**

Comcast Advertising is the advertising division of Comcast Cable. As a global leader in media, technology and advertising, Comcast Advertising fosters powerful connections between brands and their audiences as well as between publishers, distributors, MVPDs, agencies and other industry players. [Effectv](#), its advertising sales division, helps local, regional and national advertisers connect with their audiences on every screen by using advanced data to drive targeting and measurement of their campaigns.

[FreeWheel](#), its media and technology arm, provides the technology, data enablement, and convergent marketplaces required to ensure buyers and sellers can transact across all screens, across all data types and all sales channels, in order to ensure the ultimate goal – results for marketers. Comcast Cable, along with NBCUniversal and Sky, is part of the Comcast Corporation (NASDAQ: CMCSA). Visit [www.comcastadvertising.com](http://www.comcastadvertising.com) to learn more.

### **About Cox Media**

Cox Media is the advertising sales division of Cox Communications, the third largest cable entertainment and broadband services provider in the country. Cox serves approximately 6 million residences and businesses, giving Cox Media's customers the opportunity to reach their ideal customer wherever they go.

###

### **Media Contacts:**

Discovery, Inc.

Cara Brugnoli, [cara\\_brugnoli@discovery.com](mailto:cara_brugnoli@discovery.com)

Comcast Advertising/On Addressability

Elaine Wong, [elaine\\_wong@comcast.com](mailto:elaine_wong@comcast.com)

Charter

Stacey Mitch, [stacey.mitch@charter.com](mailto:stacey.mitch@charter.com)

Cox Media

Merrie Beth Salazar, [merriebeth.salazar@coxmedia.com](mailto:merriebeth.salazar@coxmedia.com)