



# News Release

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## Cable's trade bodies add Discovery Communications to content provider membership stable

*(Brussels, 11 December 2015):* Cable Europe and CTAM Europe today named Discovery Communications as the latest international content provider to join the trade bodies as Associate Member. The world's number one pay-TV programmer now ranks alongside existing Associate Members Disney, HBO Europe and Viacom International Media Networks Northern Europe who have already taken up the trade associations' enhanced membership proposition, which was announced earlier this year. Cable Europe and CTAM Europe are set to fully integrate in 2016, and have opened up this new tier of membership in order to reflect common interests in an increasingly converged industry.

Cable Europe Executive Chairman Matthias Kurth said: "We're delighted to welcome Discovery Communications as our latest member. The pace of change has never been greater in this industry. Convergence isn't just a trend, it's a reality in our business models and in the way our customers consume media.

The Associate Membership offer, open to international programmers, provides a platform for co-operation on strategic issues of mutual interest and allows the exchange of best practice. Discovery will add a hugely important voice to our dialogue".

Discovery Communications EVP - Global Communications Michelle Russo commented: "It is an exciting time to work in the media content business. I look forward to representing Discovery Communications and using our powerful brands, unmatched footprint across Europe and passionate local fans across all screens, to collaborate with other Cable Europe Members and keep our industry at the forefront of innovation."



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## About Cable Europe

Cable Europe is the trade association that connects leading broadband cable TV operators and their national trade associations throughout the European Union. The regulatory and public policy activities of Cable Europe aim to promote and defend the industry's policies and business interests at European and international level. The European cable industry provides high speed broadband internet, TV services, and telephony to more than 63 million homes in the European Union.  
[www.cable-europe.eu](http://www.cable-europe.eu)

## About CTAM Europe

The Cable and Telecommunications Association for Marketing in Europe (CTAME) is a non-profit, tax-exempt, professional society. The organisation is dedicated to supporting the educational and networking needs of marketing professionals in the cable arena.  
<http://www.ctameurope.com/>

## About Discovery Communications

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the world's #1 pay-TV programmer reaching 3 billion cumulative subscribers in more than 220 countries and territories. For 30 years Discovery has been satisfying curiosity and entertaining viewers with high-quality content through its global brands, led by Discovery Channel, TLC, Animal Planet, Investigation Discovery, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network, and through the Discovery Digital Networks portfolio, including TestTube, Seeker and SourceFed. Discovery owns Eurosport, the leading pan-regional sports entertainment destination across Europe and Asia-Pacific. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education.  
[www.discoverycommunications.com](http://www.discoverycommunications.com)

