



KEY SELLING FEATURES

- #1 HD-only service in Canada
- Home to breathtaking landscapes, fascinating people and incredible stories from around the world

TARGET AUDIENCE

Adults 25-54, Male Skew, Upscale

WEBSITE

discoveryworld.ca

Discovery World

Offering the biggest and boldest high-definition viewing experience, with awe-inspiring imagery and expansive detail and 100% unique primetime content, Discovery World reveals the wonders of the world - past and present - with themes ranging from culture, science and natural history to travel and lifestyle.