



## **CORUS AND DISCOVERY ANNOUNCE NEW VENTURE TO PRODUCE KIDS CONTENT FOR THE GLOBAL MARKET**

### **New Creative Engine to Deliver Premium Content for Kids' Video Linear and Digital Markets Around the World**

**LONDON/TORONTO, October 17, 2017** – Corus Entertainment's **Nelvana** and **Discovery Communications** today announced the formation of a new venture to produce a new pipeline of content for the kids' market in Canada, Latin America, and around the world.

Based in Canada, the yet-to-be named venture operates independently of Corus, Discovery and Nelvana's other services, and is dedicated to the production of premium children's content across linear and digital platforms. The venture combines the strength of the hugely successful Discovery Kids business in Latin America, and Corus' high-ranking suite of kids' channels in Canada – both of whom will commission content from the new production company.

Nelvana is Canada's premier animation company, producer and distributor of children's content – world-renowned for hit properties including *Babar*, *Franklin*, *Max & Ruby*, *Ranger Rob*, *Mysticons* and *Hotel Transylvania: The Series*. Nelvana licenses its content in more than 160 countries and Corus operates five of the top five kids' channels in Canada\*.

Discovery Communications is one of the biggest media and entertainment companies in the world with a massive global footprint in more than 220 countries and territories. Discovery Kids is the number one pre-school network in Latin America, the top pay TV network in Brazil for eight years, and operates the popular Discovery Kids Play digital app. The venture increases Nelvana's production and distribution business on a global scale, and is the next step in Discovery's expansion of its kids' business.

"This new venture was born from two businesses who have built a reputation for entertaining, inspiring, and informative storytelling," said Scott Dyer, President, Nelvana. "The inception of the venture comes at a time of strong and increasing demand for kids' content globally, boosted by insatiable viewing via digital streaming services. Our mutual goal is to create a new pipeline of kids' content for distribution across the world."

"Kids' video entertainment is a strong and growing genre for Discovery spearheaded by Discovery Kids, our market-leading pay TV channel and TVE service in Latin America," said Carolina Lightcap, EVP & Chief Content Officer at Discovery Latin America. "Corus and Nelvana are fantastic businesses with a venerable track-record of creating world-class properties. Together, this agreement furthers our role in the premium kids' content creation business so we can co-produce and distribute fun and entertaining programs for kids and families across all screens."

Creation of the new venture extends a strong relationship between the two companies with Nelvana already providing a several popular series to Discovery Kids. The venture will acquire intellectual property rights to agreed brands, characters, and concepts from Nelvana and Discovery for development and production for the global kids' market.

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#### **Notes to editors**

Source: \*Numeris PPM Data, FL17 STD (Aug28-Oct1/17) – confirmed data, Total Canada, Mo-Su 2a-2a, Kids Specialty Stations, based on C2-11 AMA(000)

#### **About Corus Entertainment Inc.**

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that creates and delivers high quality brands and content across platforms for audiences around the world. The company's portfolio

of multimedia offerings encompasses 45 specialty television services, 39 radio stations, 15 conventional television stations, a global content business, digital assets, live events, children's book publishing, animation software, technology and media services. Corus' roster of premium brands includes Global Television, W Network, OWN: Oprah Winfrey Network Canada, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada. Visit Corus at [www.corusent.com](http://www.corusent.com).

#### **About Nelvana**

Nelvana is Canada's premier animation company and a world-leading producer and distributor of children's content. Nelvana has delighted audiences around the globe for more than 40 years with a vast library of more than 4,000 episodes from original, award-winning series like *Babar* and *Franklin*. Nelvana's content is distributed in more than 160 countries worldwide and broadcast across Corus Entertainment's suite of leading kids networks. Nelvana Enterprises, the global licensing and merchandising arm of Nelvana, manages the organization's portfolio of in-house and third party brands with offices in Toronto and Paris. Nelvana Studio in Toronto and leading digital animation software company Toon Boom in Montreal employ more than 300 Canadians working with local and international producers to create premium children's content for a global stage. For more information, visit [www.nelvana.com](http://www.nelvana.com).

#### **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) satisfies curiosity and engages superfans with a portfolio of premium nonfiction, lifestyle, sports and kids programming brands. Reaching more than 3 billion cumulative viewers across pay-TV and free-to-air platforms in more than 220 countries and territories, Discovery's portfolio includes the global brands Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velocity, 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. Discovery reaches audiences across screens through digital-first programming from digital content holding company Group Nine Media, Discovery VR, over-the-top offerings Eurosport Player and Dplay, as well as TV Everywhere products comprising the GO portfolio of TVE apps and Discovery K!ds Play. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

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