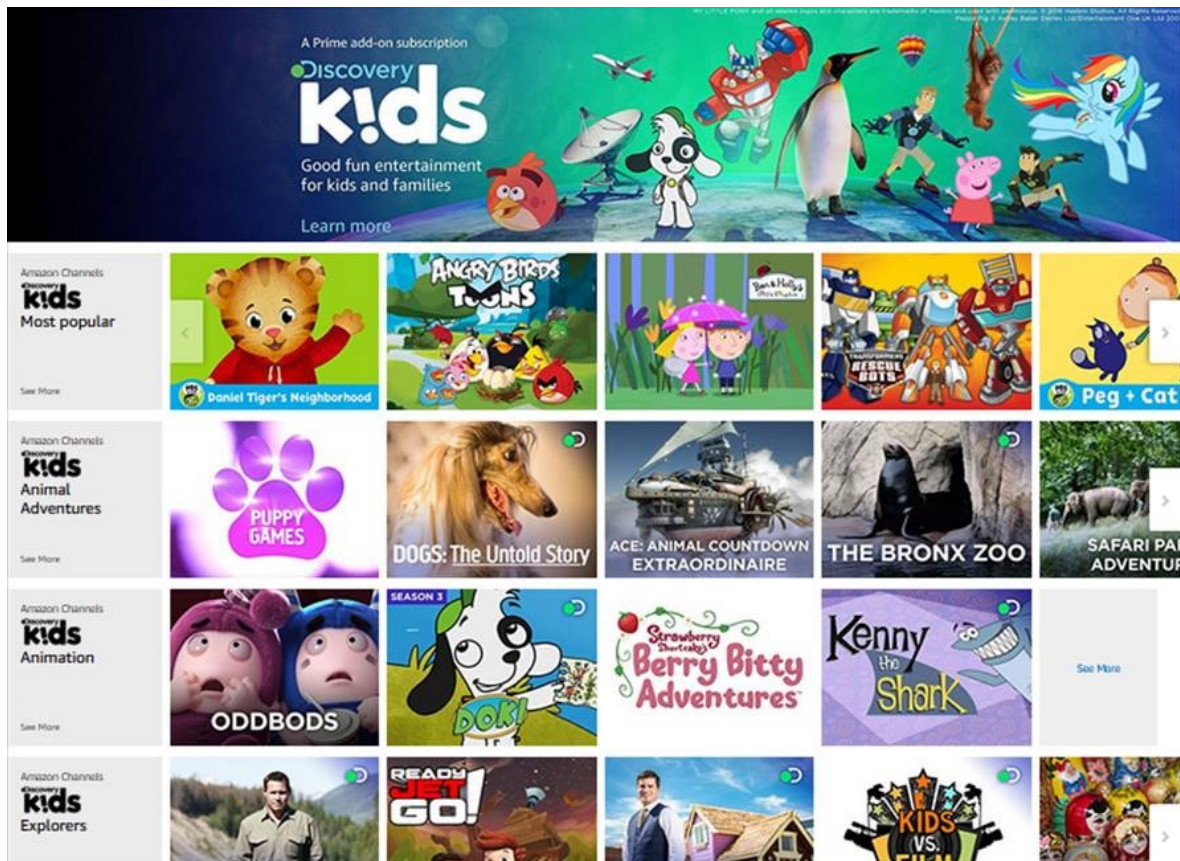




## AMAZON'S PRIME VIDEO CHANNELS ADDS DISCOVERY KIDS - AVAILABLE EXCLUSIVELY FOR PRIME MEMBERS IN THE UK

April 12, 2018



Discovery Kids is a brand new channel available exclusively to Prime Video members in the UK, with a monthly subscription price of £3.99

Children's TV favourites like Angry Birds Toons and Discovery's fun and educational programmes such as Meet The Penguins will all be available to Prime Video members as part of the launch

**London – Thursday 12 April 2018** - Amazon today adds Discovery Kids to its Prime Video Channels line-up in the UK. Joining its range of over 60 live and on demand TV channels, the new channel from Discovery is available only for Prime members in the UK with a monthly subscription of £3.99, accessed via their existing Prime Video app to watch anytime, anywhere.

Discovery Kids gives Prime members the chance to subscribe to watch a selection of fun and educational kids' favourites aimed at 4-8 year olds, all in a safe environment that parents can trust. Prime members and their families can look forward to following the adventures of Angry Birds Toons and Peppa Pig, delving into the magical world of My Little Pony, being part of the yummy world of Strawberry Shortcake's Berry Bitty Adventures, and joining the fight with Transformers Rescue Bots. As well as being entertained and learning about the world around them with Discovery's own programmes, including Doki, Meet The Penguins, Dogs: The Untold Story, How Do They Do It - Kids, and more.

"We want to offer our customers a broad selection of kids shows, and with the addition of the new Discovery Kids channel, only available to Prime Video members, they will be able to access both fun and educational favourites all in one place" said Alex Green, European MD of Channels and Sport at Amazon Prime Video. "Discovery Kids adds to Prime Video Channels' line up of over 60 subscription channels, allowing Prime members the freedom and choice to pay for only what they want to watch without having to sign up to a bundle or a contract, all with the convenience of watching in one app."

Michael Lang, President, Digital & Eurosport Digital and CEO MotorTrend, Discovery International, said: "Children are digital natives from an

increasingly young age, and given the success of our Discovery Kids channels around the world, we saw a unique opportunity to engage directly with them through our content. Discovery is a trusted brand and curator of content, and we have created a fun and entertaining place for young children and their parents to come and explore the world in a safe environment."

The new kids channel from Discovery joins Prime Video's selection of family programming available on the service, including popular Prime Originals like the Emmy award-winning series *Tumble Leaf* and *Lost in Oz*, and family favourite movies from *Gruffalo* to *School of Rock*, with the ability to stream or download and watch on the go.

From today, Discovery Kids will be available for the first time via the existing Prime Video app to watch anytime, anywhere on smart TVs, iOS and Android mobile devices, Amazon Fire TV, Fire TV Stick, Fire tablets and games consoles and through the web at [www.amazon.co.uk/channels](http://www.amazon.co.uk/channels).) Prime members in the UK will be able access this on demand content with the convenience of a single account, login and user experience through Prime Video so there's no need to jump from app to app.

## Media contacts

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## Notes to Editors

### About Prime Video Channels

Prime Video Channels allows Prime members to add channel subscriptions for a low monthly subscription fee, available individually without the need to sign up for a bundle or enter a lengthy contract. Prime members in the UK can already enjoy premium factual entertainment series such as *Gold Rush* on Discovery, great reality TV like *Keeping Up With The Kardashians* on hayu, or timeless movies on MGM by signing up to the relevant subscription. These channels are available in addition to the broad range of original and exclusive TV shows and movies they enjoy through Prime Video, like customer favourites from *The Grand Tour*, to *The Man in the High Castle*, *American Gods* and *Sneaky Pete*.

### About Prime Video

Prime Video is a premium on-demand entertainment service that offers customers the greatest choice in what to watch, and how to watch it. Prime Video is the only service that provides all the following:

- **Movies & TV:** Thousands of popular movies and TV episodes, to stream or download, including Prime Originals like Golden Globe winning *The Marvelous Mrs. Maisel* created by Amy Sherman-Palladino and starring Golden Globe winning Rachel Brosnahan; *Jean-Claude Van Johnson* starring world-renowned actor and martial artist, Jean-Claude Van Damme; Jeremy Clarkson, Richard Hammond and James May's *The Grand Tour*; *American Gods*, based on the award-winning novel by Neil Gaiman; *Sneaky Pete*, executive produced by Bryan Cranston; *Goliath*, starring Billy Bob Thornton; the multi-award-winning *Transparent*; Ridley Scott produced *The Man in the High Castle* and Sam Esmail's *MR. ROBOT* starring Rami Malek. Plus, must-see films like *Lion*, *Moonlight*, *Jackie* and more. Prime Video is also available to customers in more than 240 countries and territories around the globe.
- **Prime Video Channels:** Allowing Prime members to add over 60 individual channel subscriptions including Discovery, Eurosport Player, hayu and others to their Prime Video viewing experience for an additional low monthly subscription fee, without the need to sign up for a bundle or enter a lengthy contract.
- **Rent or Own:** Thousands of titles, including new-release movies and current TV shows available for on-demand rental or purchase for all Amazon customers.
- **Watch Anywhere:** Instantly watch anytime, anywhere through the Prime Video app on smart TVs or Apple TV, mobile devices and tablets, Amazon Fire TV, Fire TV Stick, and Fire tablets, on Xbox, PlayStation, Wii and Wii U, on the Prime Video app available on Google Play and through the web at [www.amazon.co.uk/primevideo](http://www.amazon.co.uk/primevideo).
- **Premium Features:** Top features like 4K Ultra HD, High Dynamic Range (HDR) and mobile downloads for offline viewing.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: Statements in this press release regarding Amazon.co.uk Ltd's business which are not historical facts are "forward-looking statements" that involve risks and uncertainties. For a discussion of such risks and uncertainties, which could cause actual results to differ from those contained in the forward-looking statements, see "Risk Factors" in the Company's Annual Report or Form 10-K for the most recently ended fiscal year.