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New Report Links Discovery Education *streaming* Usage with Higher Student Achievement Scores

Two years of data illustrates frequent usage of digital media is shown to boost math and reading performance

Silver Spring, Md. (Aug. 17, 2009) – Based on two years of data, a new report released today illustrates a link between usage of Discovery Education *streaming* and higher achievement scores. Specifically, the report data shows there is clear evidence that frequent usage of Discovery Education *streaming* is associated with higher achievement scores in grades 3-8 in math and reading.

The research was completed by Cometrika, an independent research firm, and led by Dr. Frank Boster. The study focused on 2006-2007 and 2007-2008 school year data, and three geographically diverse states, examining more than 7,500 school buildings in Texas, Indiana and Florida. State-level department of education achievement data and Discovery Education *streaming* data for building-level usage was used to correlate building-level, high-stakes test results for grades 3-8 in math and reading and the frequency of use of Discovery Education *streaming* within each building.

“My analyses indicate that Discovery Education *streaming* positively affected achievement scores,” said Dr. Boster. “The impact the digital media service had on every level of student achievement was statistically significant.”

Several key findings from the study are:

- A total of 710 schools that used Discovery Education *streaming* were included in the Indiana data. Evidence for Indiana from grades 3-8 showed that more frequent Discovery Education *streaming* use was associated with higher achievement scores, with a mean percent increase in achievement of 5.2 percent, and higher in the lower grades.

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- In Texas, a total of 5,478 schools that used Discovery Education *streaming* were included in the review. There was evidence that more frequent Discovery Education *streaming* use was associated with higher achievement scores. This association was relatively consistent across topics and grades. The statistically significant associations are illustrated by a mean percent increase in achievement for grades 3-8 of 7.9 percent.
- And a total of 1,337 schools that used Discovery Education *streaming* were included in the Florida database. Much of the evidence illustrated that increased Discovery Education *streaming* usage was associated with higher achievement scores. These differences in use were accompanied by a mean percent increase in achievement of 7.4 percent.

“The major focus of the study was to scientifically answer the question: ‘Does Discovery Education *streaming* improve student achievement in the classroom?’ and the answer is ‘Yes,’” said Kelli Campbell, Discovery Education Senior Vice President of Content and Product Development. “The compelling digital media found in Discovery Education *streaming* can truly engage today’s students in the curriculum beyond traditional methods.”

To review a full copy of the study, visit:

<http://www.discoveryeducation.com/products/streaming/whyitworks.cfm>

For more information on Discovery Education *streaming*, please visit www.discoveryeducation.com or call 800-323-9084.

About Discovery Education

Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) revolutionized television with Discovery Channel and is now transforming classrooms through Discovery Education. Powered by the number one nonfiction media company in the world, Discovery Education combines scientifically proven, standards-based digital media and a dynamic user community in order to empower teachers to improve student achievement. Already, more than half of all U.S. schools access Discovery Education digital services. Explore the future of education at www.discoveryeducation.com.

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