

# NEWS RELEASE

## FOR IMMEDIATE RELEASE

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### **Discovery Education Raises the Bar in Digital Learning**

*New unitedstreaming™ content, features help teachers improve student achievement*

**Silver Spring, MD** (June 2, 2005) - Discovery Education today introduced several updates to its *unitedstreaming* Digital Video Library—the country's most widely used digital video-based learning service for schools—designed to give teachers more flexibility, more choice, and more reasons to use digital resources to enhance classroom lessons and increase student achievement.

"Discovery Education is committed to continuously expanding the breadth and depth of our digital video offerings and creating the very best resources to help teachers teach and students learn," said Steve Sidel, executive vice president, Discovery Education.

New enhancements to *unitedstreaming* include:

- Over 170 new titles from the Emmy Award-winning series *Assignment Discovery*, as well as *TLC Elementary School*, *Weston Woods*, and *100% Educational Videos*,
- More than 15,000 new digital images in history, geography, science, language arts, health, art, and music from world-renown photographers,
- Interactive training modules, self-paced video tutorials, sample lesson plans, and classroom integration ideas added as part of the new *unitedstreaming* "Teacher Center."

"These new features and great new content all added at no additional charge make *unitedstreaming* an even greater value for schools," added Sidel.

Helping teachers around the world harness the power of digital media to engage and excite students, *unitedstreaming* is changing the way video is used in the classroom. The only service of its kind proven to increase student achievement<sup>1</sup>, it features more than 4,000 available full-length videos chaptered into over 40,000 content-specific video clips that can be streamed or downloaded directly into the classroom, either via the Internet or through

locally hosted video servers. *unitedstreaming* gives educators the ability to enhance their lesson plans with high-quality content that is correlated to individual state education standards, and also includes teachers' guides, student activities, sample lesson plans, classroom integration ideas, and almost 20,000 digital images covering all K-12 subject areas—all at no additional charge. A host of interactive features including a custom quiz creator, self-paced video tutorials, and training modules designed to help teachers learn how to easily incorporate *unitedstreaming* into their daily lessons are also included.

Discovery Education's online learning products are currently licensed to over 52,000 schools across the United States, benefiting over twenty million students and their teachers. Free 30-day trials are available at [www.unitedstreaming.com](http://www.unitedstreaming.com).

For more information about *unitedstreaming* or any of Discovery Education's other products and services, please visit [www.discoveryeducation.com](http://www.discoveryeducation.com) or call 800-323-9084.

### **About Discovery Education**

Discovery Education is a division of Discovery Communications, Inc., the leading global real-world media and entertainment company. The leader in digital learning, Discovery Education produces and distributes high-quality digital video content in easy-to-use formats, in all core-curricular subject areas. Discovery Education is committed to creating scientifically proven, standards-based digital resources for teachers, students, and parents that make a positive impact on student learning. Through strategic partnerships with over 25 public television stations across the country, its public service initiatives, products, and joint business ventures, Discovery Education helps educators around the world engage students in the joy of learning by allowing them to explore the world and satisfy their natural curiosity. For more information, visit [www.discoveryeducation.com](http://www.discoveryeducation.com).

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<sup>1</sup> Two independent random-assignment, control-group studies—conducted in rural Virginia in 2002 and urban Los Angeles, California in 2004—showed statistically significant improvement in Social Studies, Science, and Math performance for students exposed to video content from *unitedstreaming* over those students not exposed to the content. Details available online at <http://www.unitedstreaming.com/publicPages/evaluation2004.cfm>