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VDS Delivers DiReCT to Discovery Communications

Suite of Applications for Automated Transfer of Digital Assets

MELVILLE, NY, August 7, 2006 - VDS, a leading developer of broadcast automation software, content design and plug-in products has installed its DiReCT (Digital Resource Cataloging and Transfer) system at the Discovery Communications facility in Sterling VA. DiReCT is a VDS suite of applications that manages digital assets in a multichannel broadcast cable operation from the point of ingestion through playout and beyond.

DiReCT manages video assets such as animations, bugs, templates and text as well as audio assets such as voice-overs and tags. At Discovery, DiReCT transfers these assets to a combination of 32 Miranda Imagestore and 32 Miranda Intuition systems, which are then triggered to air by the OmniBus Systems Colossus automation.

DiReCT monitors the OmniBus automation playlist in advance to determine the schedule of utilization for each of the asset elements that have been ingested into the system. Based on the playlist, DiReCT transfers those digital assets to the Miranda edge devices and verifies that the correct assets are on the correct devices so that automated playout can occur. DiReCT also continuously manages disk space utilization on edge devices, as well as on the graphics storage server, according to facility-defined metadata and usage statistics.

DiReCT automatically assigns metadata such as ingest date/time, file size, and usage statistics to the digital assets. DiReCT also allows facility operators to assign additional metadata such as expiry date/time, description, and user-defined status (permanent, temporary, media needed, etc). Operators may define metadata fields at will, for a completely extensible system that may be used for order fulfillment, statistical analysis, and automated management.

The DiReCT system provides multi-channel facilities like Discovery's with the ability to manage digital assets with much greater accuracy, efficiency, and frequency. The system is easily integrated into existing equipment and currently interfaces to Harris ADC and OmniBus Colossus automation systems as well as a wide range of broadcast graphics devices.

“We're very pleased and impressed with the VDS DiReCT product and the responsiveness of the VDS team, said Jonathan Perkes, Vice President of Engineering, Discovery Television and Technology Center. “In a large facility such as Discovery’s, DiReCT has greatly streamlined the management of our video and audio assets for branding and voiceovers.”

“DiReCT is the latest product from VDS using Cortex, our distributed architecture for broadcast-related digital asset management, storage, delivery, and triggering”, said Larry Mincer, President of VDS. “As a completely scalable system, it is just as applicable in a facility with 2 channels or in one with more than 100.”

About VDS

VDS is committed to providing automation and content design tools for the broadcast, cable television, internet, and post production markets. VDS designs products for the automated control of broadcast television systems, with an emphasis on graphics-related operations, content distribution and automation, and internet-to-video and video-to-internet systems. VDS content creation systems provide industry tools that deliver graphic design, universal file translation and integration capabilities.

About Discovery Communications

Discovery Communications, Inc. is the leading global real-world media company with operations in 170 countries and territories reaching 1.4 billion cumulative subscribers. DCI’s over 100 networks of distinctive programming represent 28 trusted brands including Discovery Channel, TLC and Animal Planet. DCI’s other properties consist of Discovery Education and COSMEO, a revolutionary online homework help service, as well as Discovery Commerce, which operates more than 100 Discovery Channel Stores in the U.S. Discovery brings the real world to the whole world through its global multiplatform initiatives including Discovery Travel Media, Discovery Mobile and multiple broadband services. DCI’s ownership consists of four shareholders: Discovery Holding Company (NASDAQ: DISCA, DISCB), Cox Communications, Inc., Advance/Newhouse Communications and John S. Hendricks, the Company’s Founder and Chairman. More information about Discovery and its businesses can be found at www.discovery.com.

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