



## **BIOGRAPHY**

### **Dan Brooke – Managing Director Discovery Networks UK**

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Dan Brooke is responsible for the management of Discovery's UK business. He oversees all aspects of DNUK's 11 PayTV channel brands, including Discovery Channel, Discovery Real Time and Discovery HD, which between them reach 103 million cumulative subscribers in the UK and Ireland. He has led a complete modernisation and development of the UK portfolio of channels, operations and team. He has also launched DNUK's first entertainment channel, DMAX, which within six months has become DNUK's second highest rating channel. Dan led the negotiations for DNUK's DTT capacity.

He joined Discovery in 2005 from Channel 4, where he served in various capacities over seven years, including Managing Director of Digital Channels. In this role, Brooke built a portfolio of profitable, high quality digital channel brands: E4, FilmFour and More4. Under Brooke's leadership, E4 grew to become the #2-rated digital channel amongst the 16-34 audience, with the highest ABC1 profile of any channel in the UK.

Prior to that, Dan was marketing director for Paramount Comedy Channel and also held several posts with Chiat/Day Advertising in London, including Account Director.

Dan Brooke was voted a Broadcast "Hotshot" in 1998, was cited as one of Media Week's "Media Bosses of the Future" in 2001 and voted "New Marketer of the Year" by the UK Marketing Society for the development and launch of E4 in 2001.