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Discovery appoints Etype for online ad sales

Thu, 2 Jul 2009 | By [Suzanne Bearne](#)

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Discovery Networks has appointed Etype to handle its online advertising account.

The ad sales house will sell standard advertising as well as sponsorship campaigns across the Discovery Networks portfolio of sites, including the Discovery Channel, Animal Planet and How Stuff Works.

Rival ad sales house Ad2One held the account for five years.



Toby Bax, head of business development at Etype, said, "Discovery is one of the most recognisable media brands in the world. Trusted, factual environments are always appealing to advertisers."

The win adds to Etype's existing clients, which include Hotels.com, The Weather Channel, CD WOW! and Endemol UK.

In May BT appointed Etype to handle all its online advertising ([new media age 14 May 2009](#)).

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