

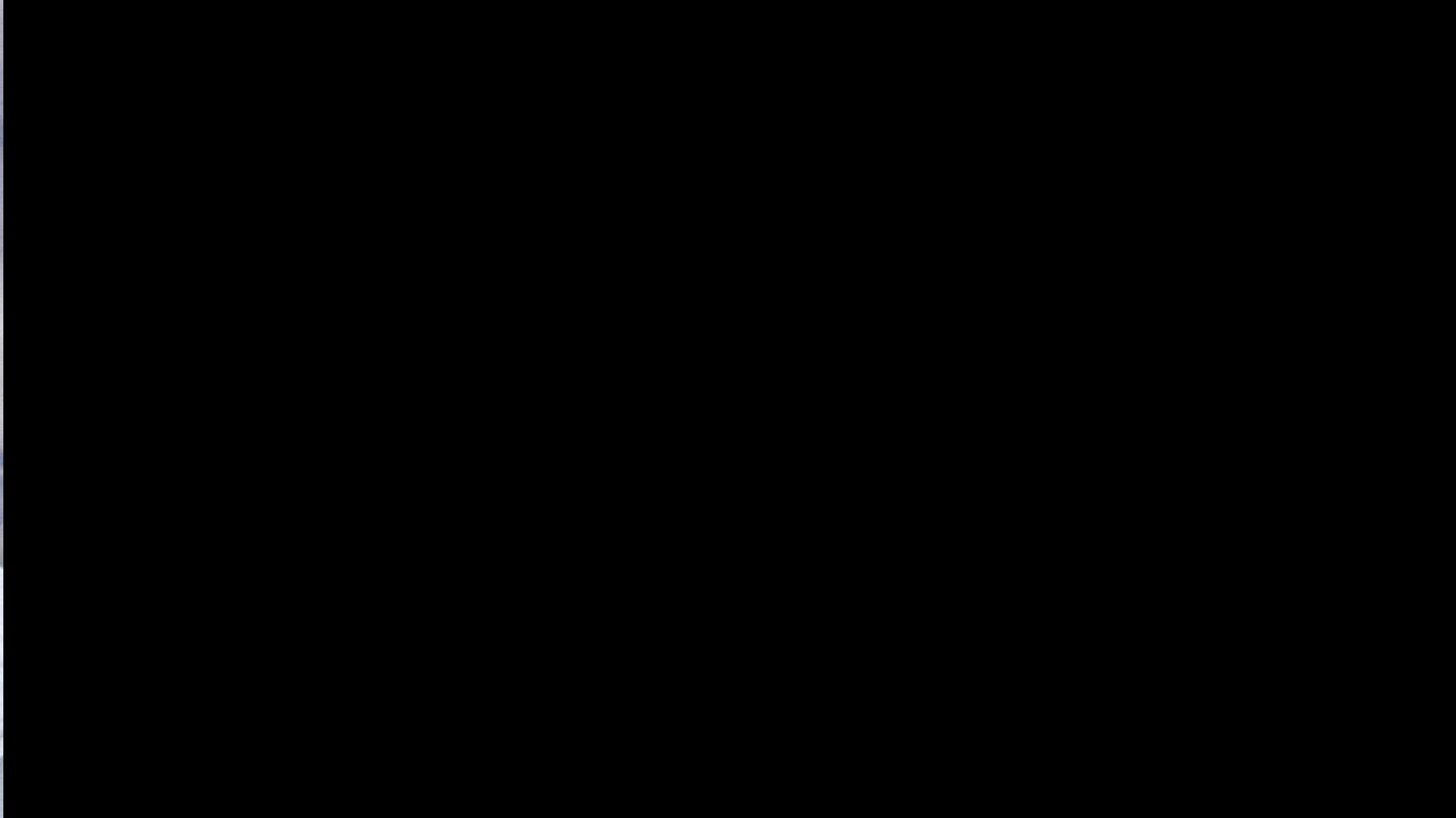


NATIONAL
GEOGRAPHIC
CHANNEL

2015



National Geographic Sizzle



National Geographic Mission

“

We believe in the power of science, exploration and storytelling to change the world

”



Global NGC Footprint

49 million households 17 markets 5 languages 62% male



1888

The National Geographic Society is founded.



1912 - 1915

The NGS-Yale Peruvian Expeditions to Machu Picchu herald the Society's entry into archaeology.



1961

Sponsoring the chimpanzee studies of Jane Goodall, the Society revolutionises our understanding of ourselves.



1985

Bob Ballard discovers the resting place of the R.M.S Titanic.



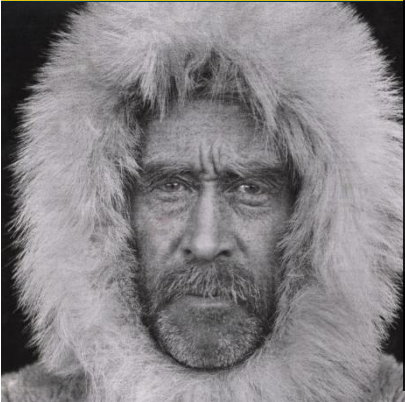
2001

National Geographic Channel launches in the United States.



 NATIONAL
GEOGRAPHIC

OUR STORY SO FAR



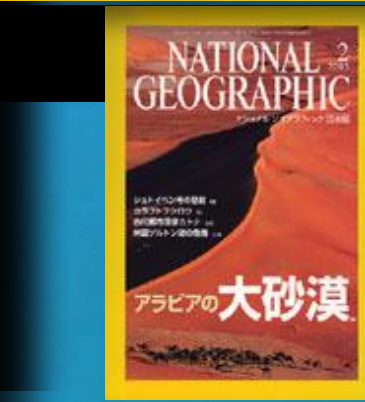
1909

Robert E. Parry is first to reach the North Pole, in a NG Society-supported expedition.



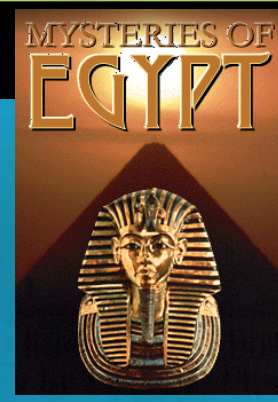
1952

The Society begins a long-time relationship with Jacques-Yves Cousteau.



1995

National Geographic Magazine publishes its first international language edition, in Japanese.



1998

National Geographic produces its first large-format film, *Mysteries of Egypt*.



2012

James Cameron completes solo dive in the Mariana Trench - deepest spot in Western Pacific Ocean.

NGC Viewers

378M

Subscribers

60% Male
40% Female

Ave age: 45

57,5%

are educated to university degree
level or above

36%

Travelled 3+
times last year

€44,930

Average
personal income

National Geographic Mission

	Universe	TVR (R/W)	Impacts '000 (R/W)	Ave Freq
UK	58,259,039	13.04	7,595	1.7
POLAND	35,730,000	38.44	13,733	2.1
ROMANIA	18,444,031	43.44	8,013	1.8
SPAIN	44,519,023	16.61	7,393	1.9
SWEDEN	9,307,000	30.73	2,860	2.0
BELGIUM	10,410,641	38.73	4,032	1.8
BULGARIA	6,918,713	84.48	5,845	2.6
GERMANY	71,868,915	7.13	5,125	3.2
ITALY	58,629,109	6.69	3,924	1.7
FRANCE	59,000,000	17.90	10,562	1.0
CZECH REPUBLIC	8,829,000	6.27	553	2.5

