

## **National Geographic Partners Fact Sheet**

### **National Geographic's Reach and Mission Will Expand**

The expanded partnership will strengthen National Geographic's reach and strategic mission by aligning its media properties and content into one entity and by providing substantial new resources to fund additional investments in science, research and education programs. The agreement will significantly increase the National Geographic Society's endowment, to nearly \$1 billion, and provide a dedicated, ongoing revenue stream enabling it to expand its mission.

### **National Geographic Partners Will Deepen Engagement with Global Audiences**

The new joint venture, National Geographic Partners, will combine National Geographic's world-class media, content and experiences with 21<sup>st</sup> Century Fox's scale and expertise in building global media brands. The two companies will be able to work together to fully leverage the National Geographic brand and its content across multimedia platforms. National Geographic Partners will include: National Geographic's domestic and international channels, National Geographic magazine, National Geographic Kids and Little Kids magazine, travel media, National Geographic Studios, National Geographic Maps, National Geographic books and Home Entertainment, Travel Expeditions, Licensing and Merchandising, eCommerce, National Geographic Creative, and Location-based entertainment, along with related digital and social media platforms.

### **National Geographic Society Will Fund Innovative and Mission-Critical New Objectives**

The additional resources provided by new joint venture will expand the Society's mission activities in conservation, exploration and education – creating new sources for important storytelling.

It will include:

- The creation of the National Geographic Grosvenor Center for Education, dedicated to creating geographically-competent high school graduates.
- The establishment of Centers of Excellence in Geography, Scientific and Environmental Journalism and Photography, which will develop and fund innovations in exploration, documentation and storytelling.
- Significantly increase the Society's endowment to nearly \$1 billion dollars, essentially doubling its grant-making capabilities in scientific, exploration, research and education.

### **The Expanded Partnership Will Create a Digital Powerhouse**

21st Century Fox's robust content and distribution channels will enable National Geographic to leverage its digital and social media capabilities, including its four million NatGeo YouTube video subscribers, a combined reach of over 100 million Facebook followers, 10 million Twitter followers and 30 million Instagram followers. The agreement will drive engagement with National Geographic globally across multimedia platforms and provide new opportunities for gaming and other mobile and online applications.

## **The National Geographic Society Will Grow as a Mission-Focused Global Non-Profit Organization**

The National Geographic Society, a 501(c)(3) non-profit organization, will continue to be focused on its mission to use the power of science, exploration, and storytelling to change the world. The output from its diverse grant making and research activities will feed state-of-the-art story-telling across all of National Geographic Partners' platforms. The National Geographic Museum and thought leader forums and programs will remain under the Society's purview, all with the support of a philanthropic development and effort.

## **The Board of National Geographic Partners Will Have Equal Representation from National Geographic Society and 21st Century Fox**

While National Geographic Partners will be majority owned by 21st Century Fox, it will be overseen by an eight member board equally composed of representatives from National Geographic Society and 21st Century Fox, with NGS President & CEO Gary Knell acting as the new entity's initial Chair. The Society will also retain significant oversight authority for content and branding offerings generated by National Geographic Partners.

## **National Geographic's Basics**

Founded in 1888, the National Geographic Society is a global nonprofit organization built around a belief in the power of science, exploration and storytelling to change the world. Each year it funds hundreds of research, conservation and education programs around the globe. That work is the engine that fuels the award winning vast global content creation machine that is now to be known as National Geographic Partners. National Geographic entities reach more than 700 million people each month through their media platforms, products and events.

The National Geographic Channels International and National Geographic Channels U.S. businesses will be integrated into the new National Geographic Partners. National Geographic Channels International, launched in 1997, operates the National Geographic Channel, Nat Geo Wild Channel, Nat Geo People Channel and Nat Geo TV non-linear products that are available in more than 500 million homes, in 175 countries and 45 languages. National Geographic Channels US, headquartered in Washington D.C., debuted in 2001 and includes three channels: National Geographic Channel, Nat Geo Wild and Spanish-language network Nat Geo Mundo, with carriage on all of the nation's major cable, telco and satellite providers.

National Geographic magazine is one of the world's most honored and widely read publications, with a global circulation of six million. During the past eight years, the magazine has earned 20 National Magazine Awards for its tradition of combining on-the-ground reporting with award-winning photography to inform people about life on our planet. Its celebrated Instagram account has received more than one billion "likes," and is the top brand on the platform.

The Society has continued to innovate and add to its reach as opportunities to engage with the public have evolved (see timeline). Thousands of people travel annually with National Geographic Expeditions, attend National Geographic exhibits and lectures, read National Geographic books, explore using National Geographic maps, download National Geographic games, buy National Geographic products and enter National Geographic photo contests. Millions of students enter the National Geographic Geography Bee and thousands of educators and parents take advantage of the Society's educational

resources and family oriented content. National Geographic's relevance with diverse audiences is reflected in its extraordinary global digital reach, with 37 million Facebook fans, and an overall presence that has made it the number one brand in the U.S. (according to Shareablee) and the “King of Magazines” in social media.

### **21<sup>st</sup> Century Fox’s Basics**

21st Century Fox is the world's premier portfolio of cable, broadcast, film, pay TV and satellite assets spanning six continents across the globe. Reaching more than 1.8 billion subscribers in approximately 50 local languages every day, 21st Century Fox is home to a global portfolio of cable and broadcasting networks and properties, including FOX, FX, FXX, FXM, FS1, Fox News Channel, Fox Business Network, FOX Sports, Fox Sports Network, National Geographic Channels, STAR India, 28 local television stations in the U.S. and more than 300 channels that comprise Fox International Channels; film studio Twentieth Century Fox Film; and television production studios Twentieth Century Fox Television and a 50% ownership interest in Endemol Shine Group. The Company also holds a 39.1% ownership interest in Sky, Europe’s leading entertainment company, which serves 21 million customers across five countries. For more information about 21st Century Fox, please visit: [www.21CF.com](http://www.21CF.com).

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