



MARCUS EAST

EVP & CHIEF TECHNOLOGY OFFICER

Y 1888

Y 1906

Y 1975

Y 2018



MONOLOGUE TO DIALOGUE

Y 1888

Y 1906

Y 1975


Y 2018

JULY 1906




SAFARI LIVE

MOST ENGAGED WITH LIVE PRODUCT

 **Safari Live** added a new episode.
September 13 at 3:51pm · 🌐




Scarface and his coalition roam the Mara, protecting one of the most lethal prides in the land.






Meet Scarface
Episode

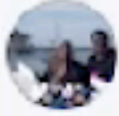
✓ Following


1.6M Views


 Like  Comment  Share

   Fritz Burnett and 3.1K others Chronological ▾

4,777 Shares

 **Aziz Elmankabady** Life
Like · Reply · September 13 at 4:02pm

 **Liz Halloran** How old is he? From the mane, I'm guessing he's got a few years on him 🐾
Like · Reply · 1 · September 13 at 4:20pm

 **Joanne Gaudet** LOVE Scar!!!!
Like · Reply · September 13 at 4:29pm



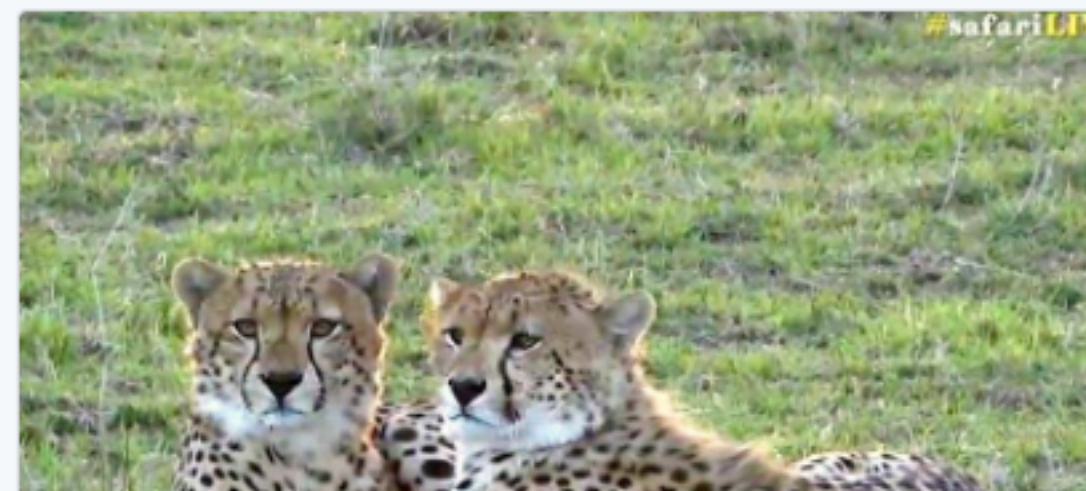
gecko @heygecko · Oct 3
So hungry I could eat a ... tail! 🐾🐾 #safariLIVE



fitness · 14m



Ann DT @AnnDelTredici · Oct 3
What a special view of these two Cheetah brothers
Maasai Mara, Kenya
#SafariLive



@mytmoss · 9h
Saddle billed stork

Shua Drown @Jdrown41 · 1h
SafariLive Good morning fine people



8



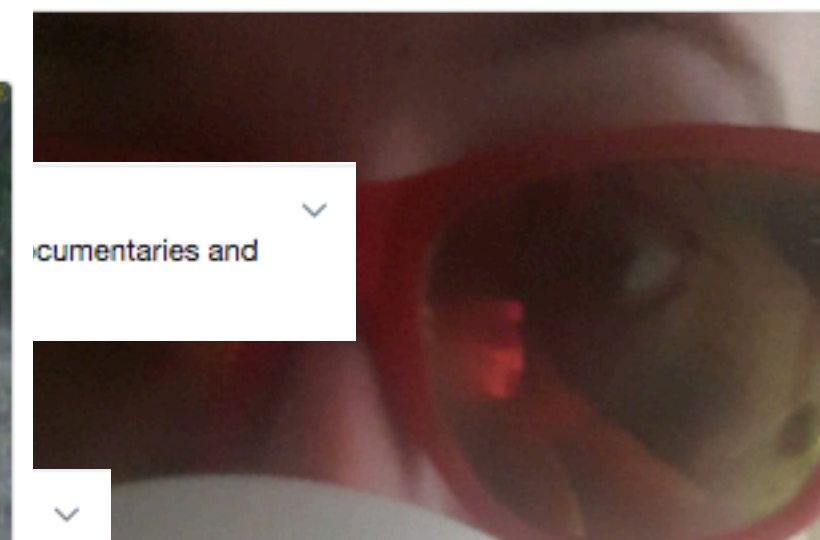
chris smith @ydaFKruffollwnme · 22h
fancy lappet-face vulture on catwalk #



Tulip @MaggieElates · Oct 3
Oh so sweet 🐾 #safariLive

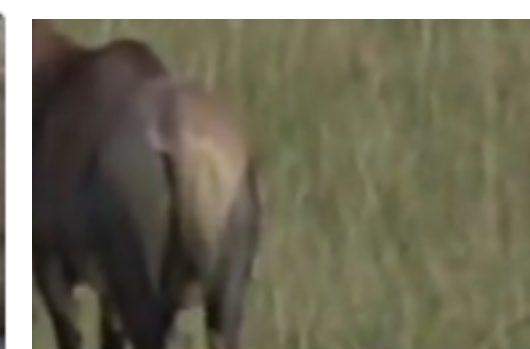
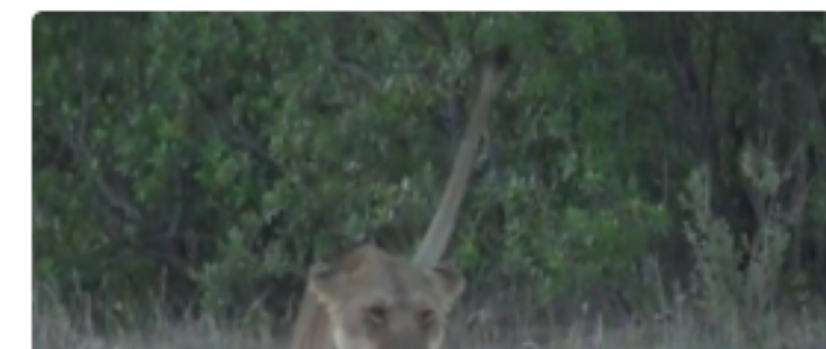


titasking this AM 🐾 #safariLive

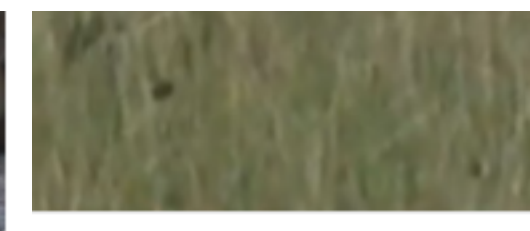
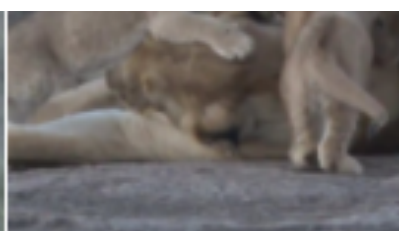


ing and easy friends, so thankful for #safariLIVE ❤️

on Pride n Cubs uning #safariLIVE



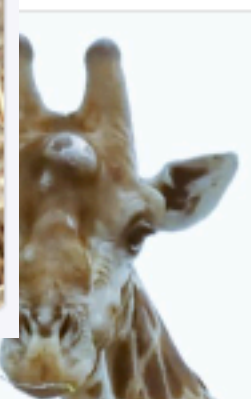
Lyss @Water_Sand_Lyss · Oct 3
Oh good. Happy to see he has finally plucked up the courage to move off.
#safariLive



3:35 AM - 13 Oct 2017 from West Columbia, SC

Follow

ca

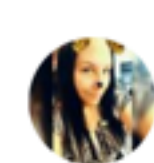


GEORGE EAPEN
@GEEAPEN

Why trees are not planted in these plains
#safariLive

10:02 AM - 13 Oct 2017 from Dammam, Kingdom of Saudi Arabia

Follow



Cat (in Tampa) 🐾
@SafariLiveCat

Uh, oh...are we taking bets on how long
takes Brent to destroy the studio? Poss
Twitter poll? 🤔😂 #SafariLIVE

9:55 AM - 12 Oct 2017



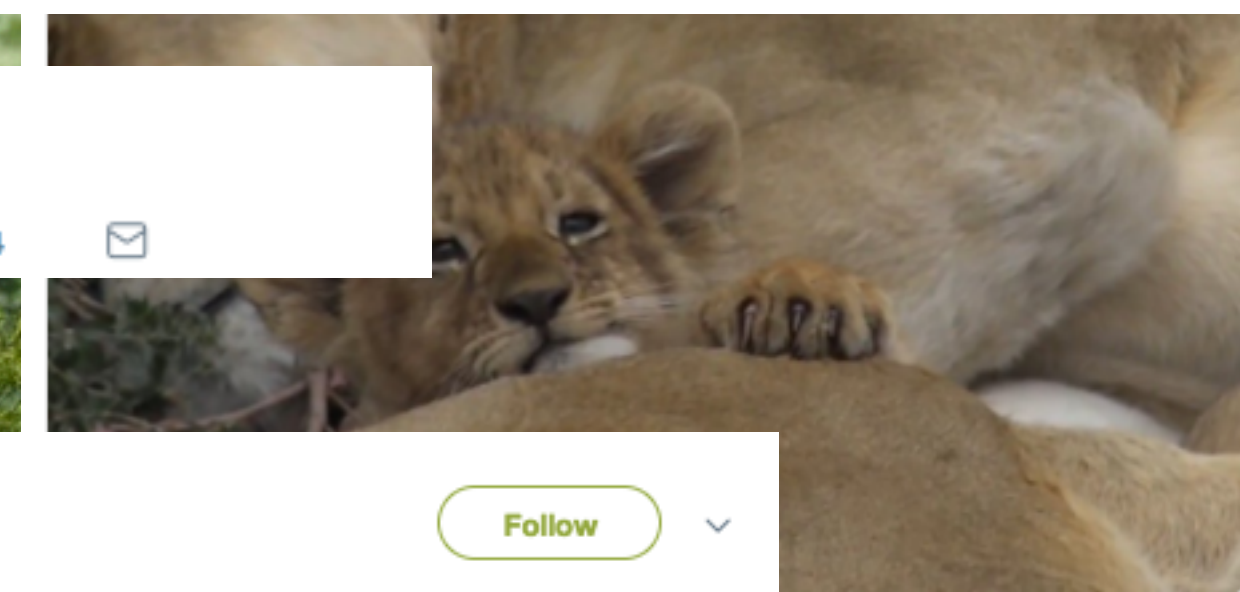
Bec @Rebecca04774668 · 1h
#SafariLive Hello folks! 🐾



7



14



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Polly Lantz
@seabirdpolly

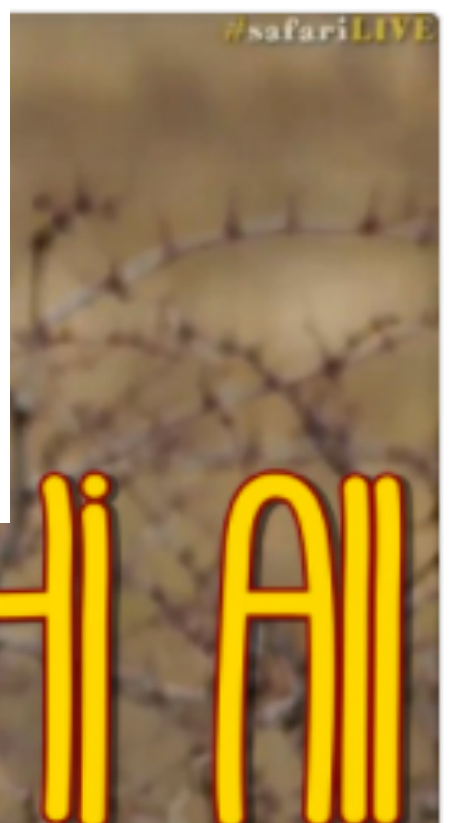
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#SafariLive Well hello Tristan..good to see you
this afternoon..



9:59 AM - 13 Oct 2017

Follow



Hi All

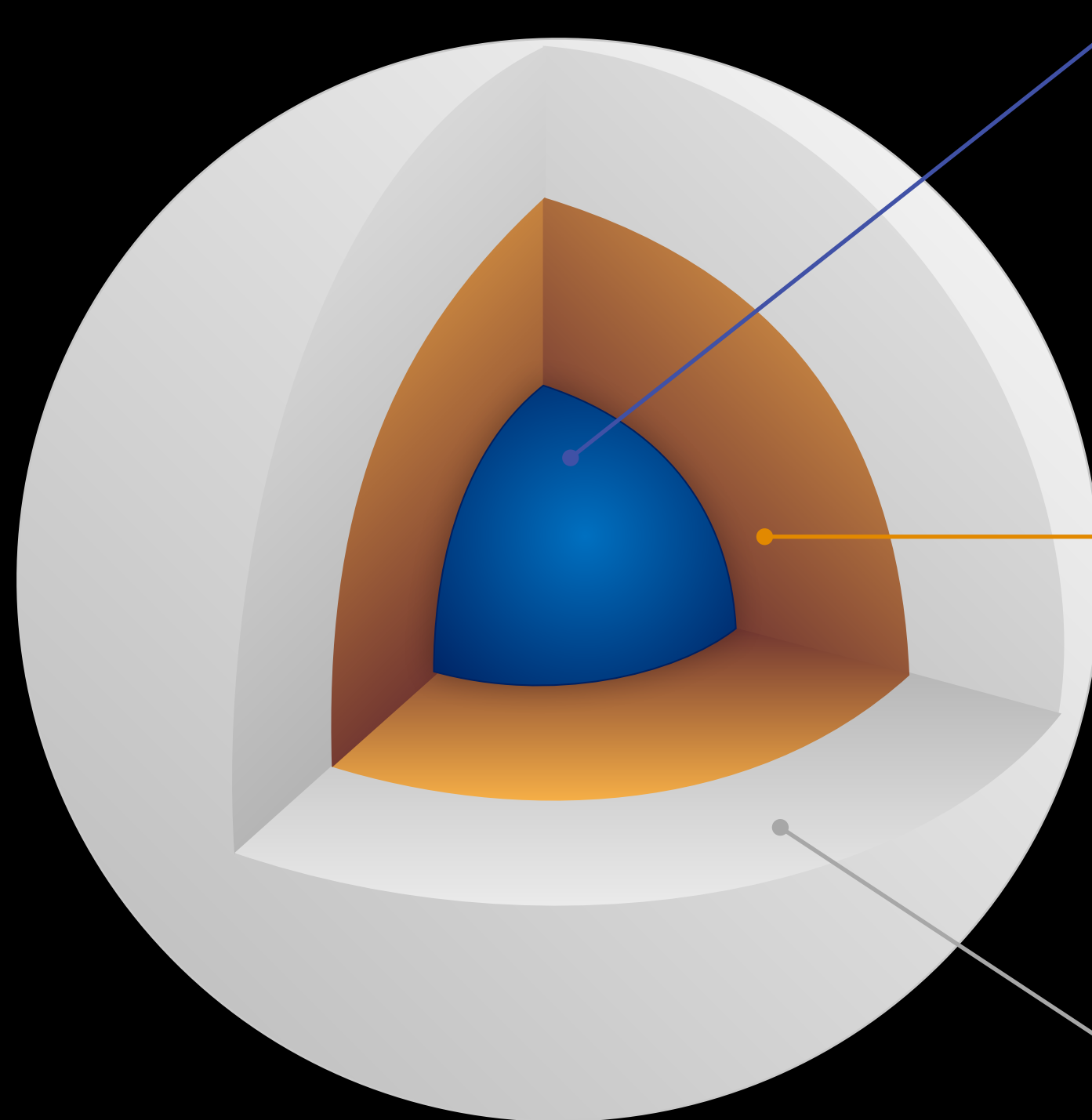


Aunt Jo 72

Follow

hello safarilive friends. Hope
is a great day 🐸

PRODUCT ECOSYSTEM



COHESIVE INTELLIGENT PLATFORM (CHIP)

Content management and creation, customer management, and personalization capabilities and services

HERO WEB & NATIVE MOBILE

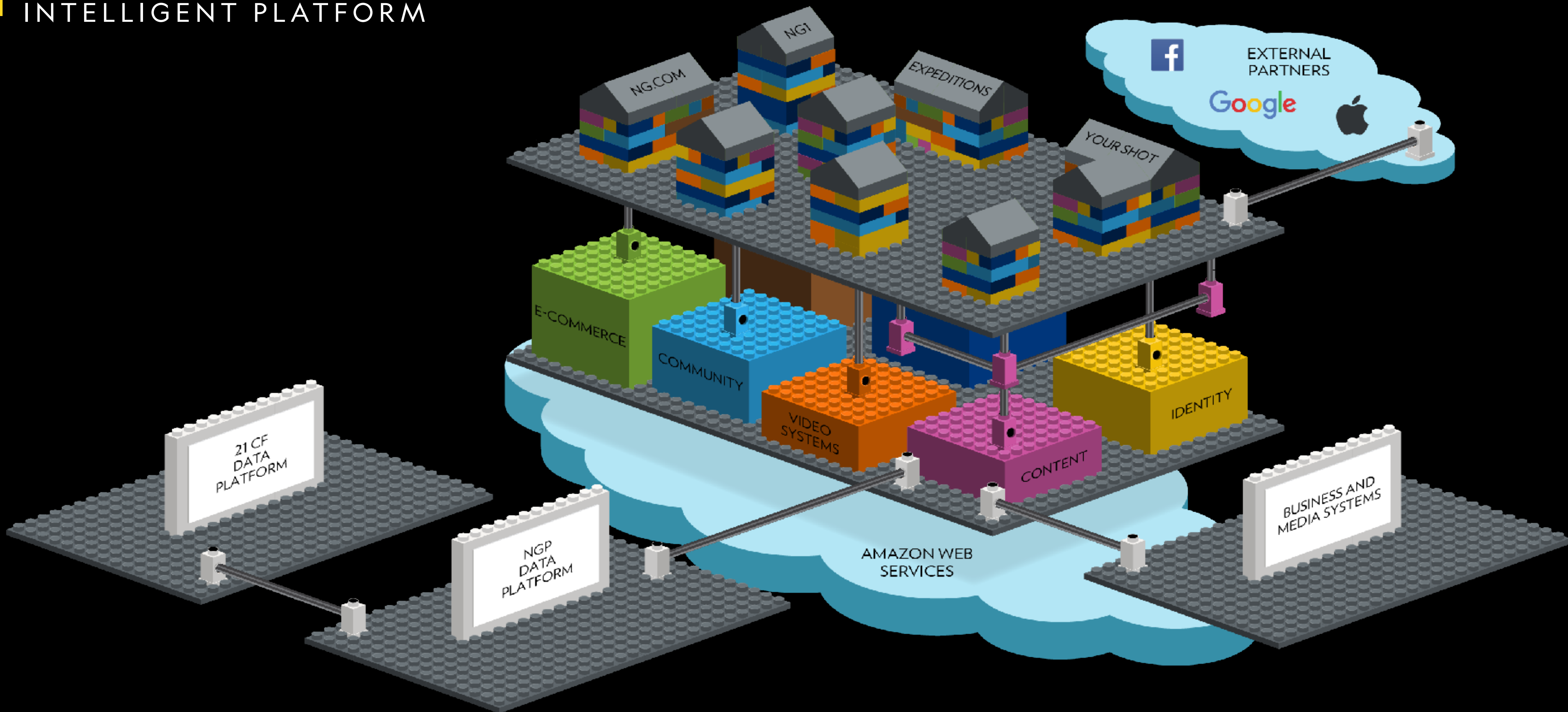
Unified National Geographic content and brand experience accessed via the web and iOS/Android smartphone devices

COMMUNITY PRODUCTS

Offerings to super-serve needs for targeted audiences

CHIP

COHESIVE
INTELLIGENT PLATFORM



INATIVE APP

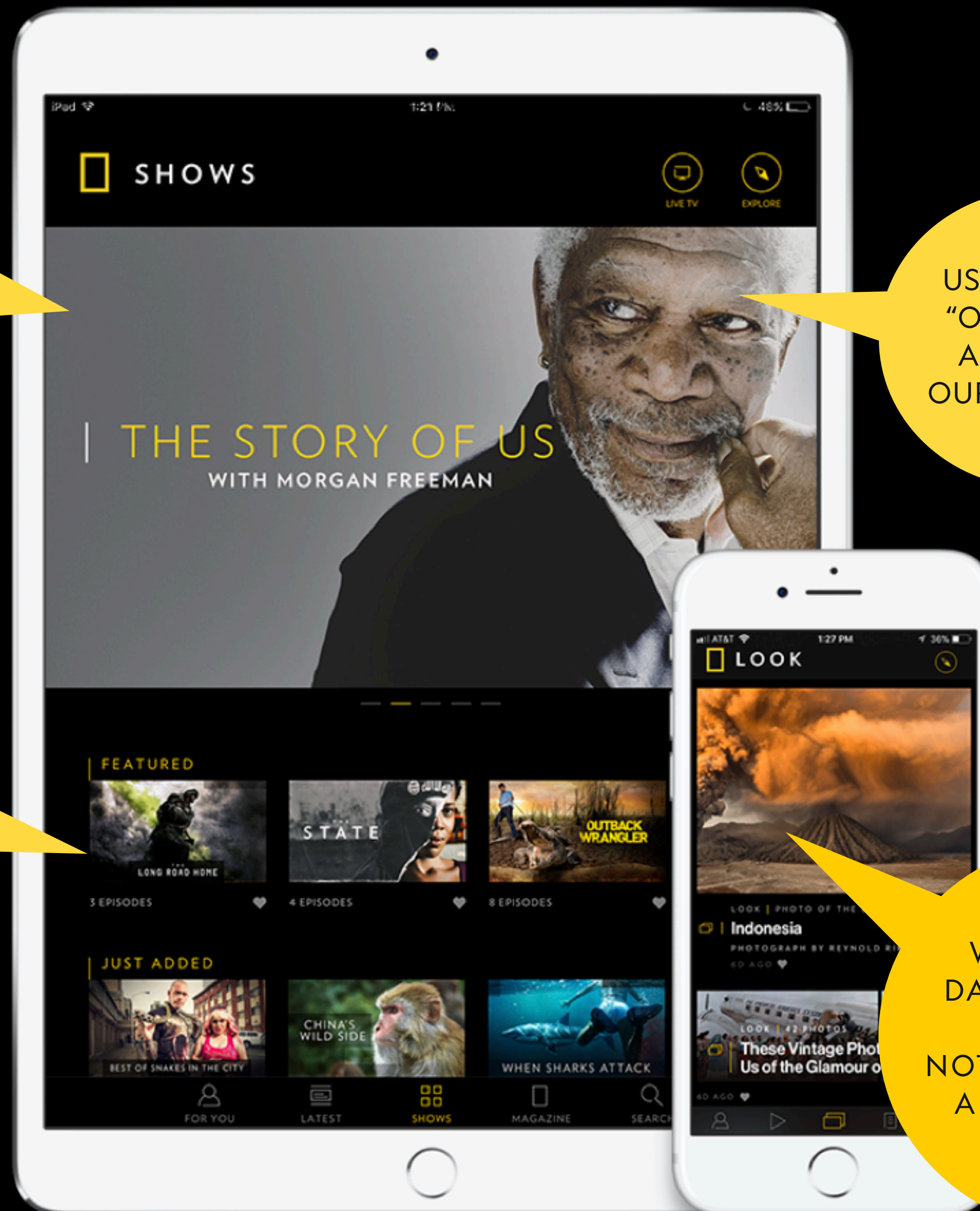
- Trial in Australia **only**
- **120k** installs
- **6.2** pages per session
- **5.31m** average session time

APPLE'S NEW
RULES MAKE
WORKING WITH
3RD PARTY
AUTHENTICATION
CHALLENGING

USERS ARE
NOT READY
TO SUBSCRIBE
WITHOUT A
FREE TRIAL

USERS WANT
"ONE-CLICK"
ACCESS TO
OUR CONTENT

WE MUST GIVE
DAILY REASON TO
USE, AND
NOTIFICATIONS ARE
A KEY BEHAVIOR
DRIVER



YOUR SHOT

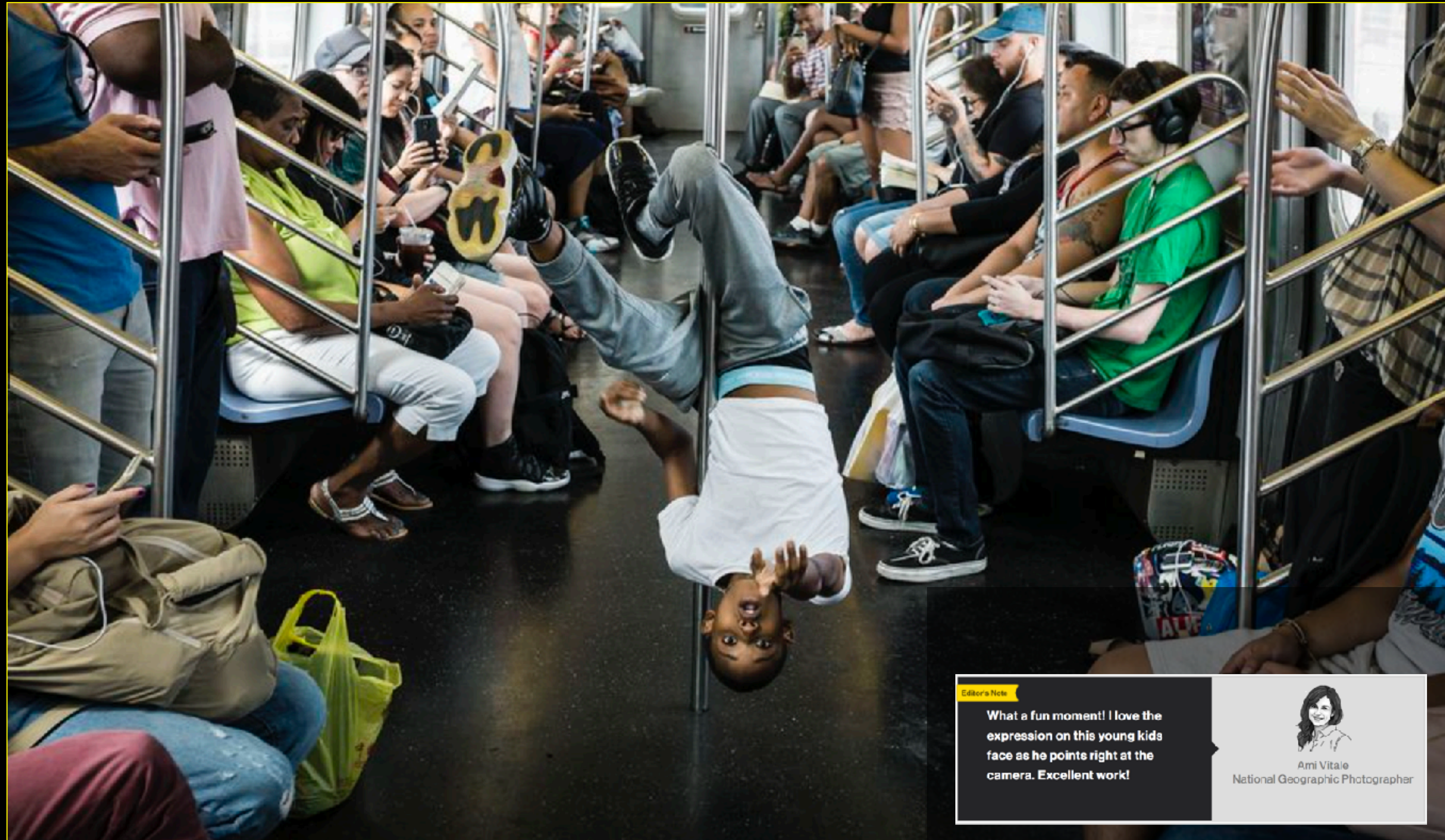
NEXT GENERATION
CREATOR COMMUNITY

CURRENT VERSION...

- For enthusiast photographers
- Users can Learn, Participate & Showcase
- Opportunity for fans to connect with National Geographic talent
- **870k members; 150k+ images/month**

...FUTURE PLANS

- New creator & community tools
- Gamification with badges
- Sponsorships, membership tiers, and affiliate commerce
- Launch community products for passionate groups including aspiring explorers, travelers



Editor's Note

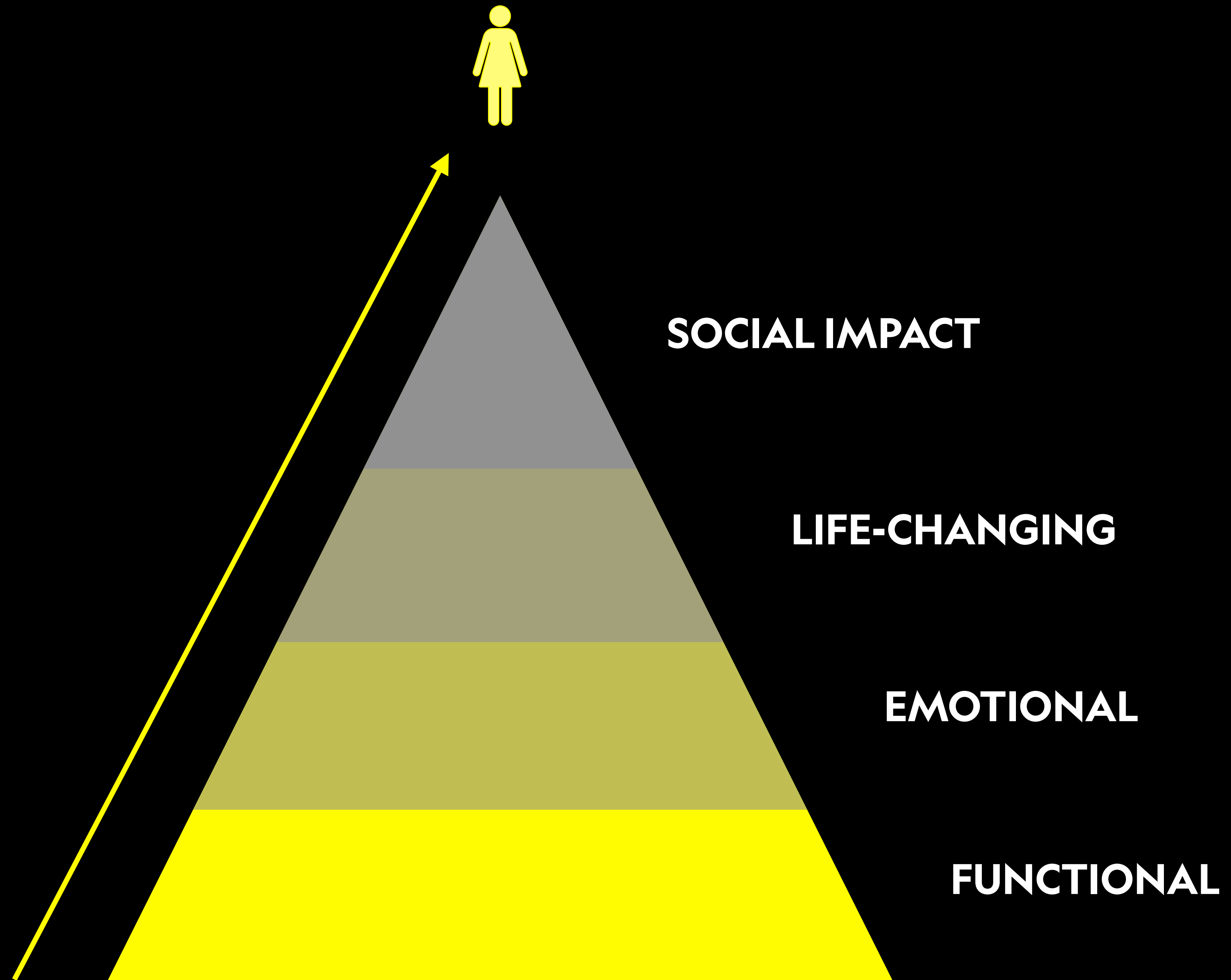
What a fun moment! I love the expression on this young kids face as he points right at the camera. Excellent work!



Ami Vitale
National Geographic Photographer

BUILDING COMMUNITIES





7.6B

CONTENT ENGAGEMENTS ACROSS PLATFORMS

416M

FOLLOWERS ACROSS SOCIAL PLATFORMS

25M

MONTHLY UNIQUE WEB USERS

5x5x5x5

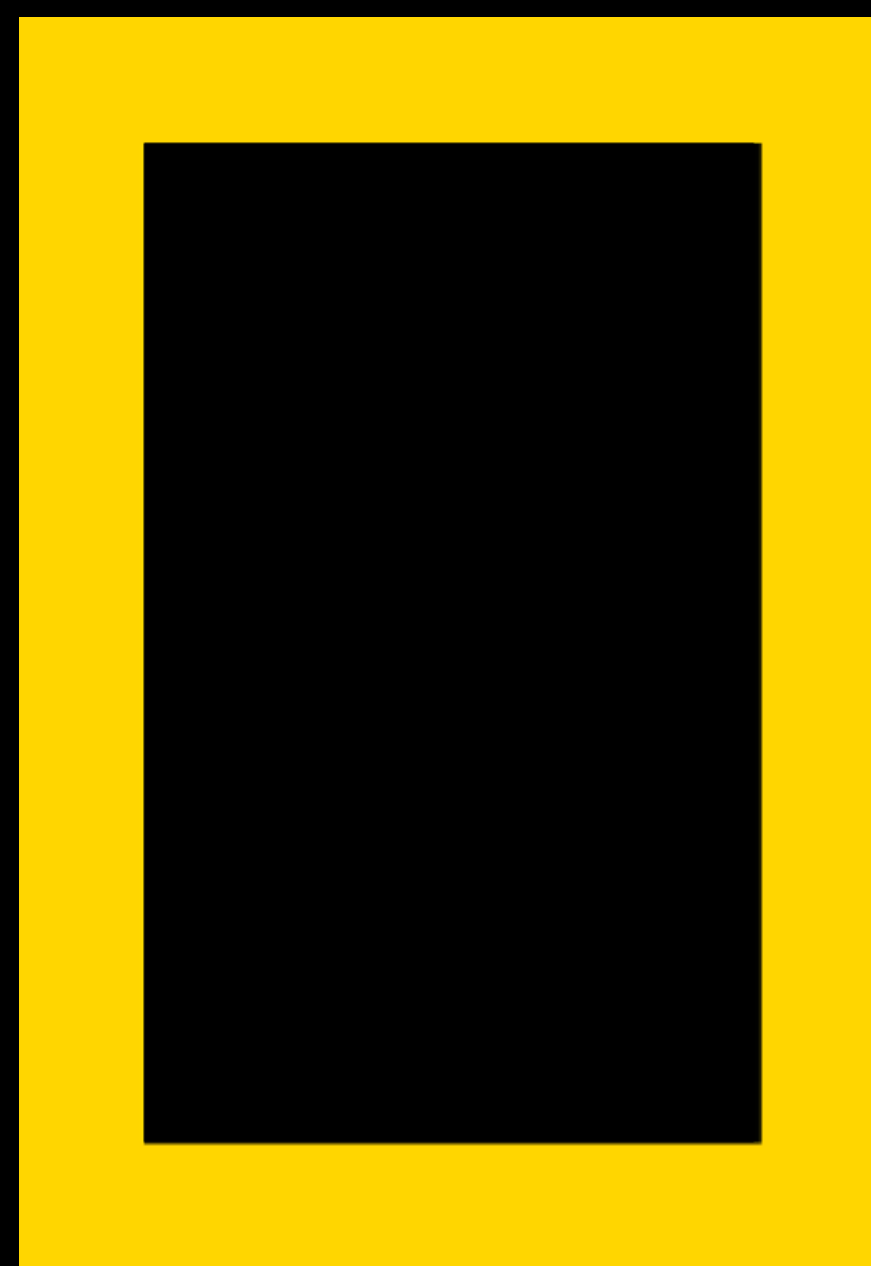
Y E A R S

P E R C E N T

P E R C E N T

D O L L A R S

BECOME LESS DEPENDENT ON ADVERTISING



THANK YOU.