

NEWS

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NATIONAL GEOGRAPHIC PUBLISHES AMBITIOUS DIGITAL EXPERIENCE — *INTO THE AMAZON* — GIVING AUDIENCES AN UNPRECEDENTED LOOK AT THE BEAUTY AND SPLENDOR OF THE AMAZON, ONE OF THE WORLD’S MOST CRITICAL ECOSYSTEMS

Interactive Experience Allows Audiences To Explore the Amazon’s Diverse Ecosystems

Additional Consumer Touchpoints Include an Upcoming Documentary Special, *EXPEDITION AMAZON*, Premiering Oct. 10 and Streaming on Disney+ and Hulu on Oct. 11; a Special Single-Topic October Issue of National Geographic Magazine; and Two YouTube Originals Episodes

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(WASHINGTON, D.C. – Sept. 19, 2024) Today, National Geographic published a groundbreaking digital experience that transports users into the Amazon like never before. **INTO THE AMAZON**, available now at natgeo.com/into-the-amazon, is a visually stunning, interactive journey that allows audiences to explore the Amazon’s diverse ecosystems firsthand, from the towering Andes to the depths of underwater forests and beyond. The interactive takes audiences beyond the pages of the October issue of National Geographic magazine, a special single-topic issue transporting users to the Amazon itself and giving them a front-row seat in the expedition alongside our scientists, researchers and storytellers.

The interactive experience — which reveals the culmination of two years of scientific material collected by 17 National Geographic Explorers who studied along 4000 miles and six countries of the expansive Amazon River Basin that supports the livelihoods of 40 million people during the National Geographic Society and Rolex [Perpetual Planet Amazon Expedition](#) — offers a scroll-based journey down the Amazon River, from the top of the Andes to the Atlantic, with stopping-off points where users can dive into individual articles or visual essays that take a closer look at a particular topic. With a purposeful “skim, swim, dive” content approach, the experience offers layered insights into the Amazon’s ecological significance, allowing audiences to engage at various levels of depth, from enjoying the spectacular photography the brand is known for to digging deeper into specific field research through an immersive 3D experience of mountains and rainforest, all the while redefining perceptions of this critical environment. The experience blends captivating, fact-based storytelling with cutting-edge visuals and offers a powerful, engaging narrative for everyone.

“Our goal for this digital experience was to push the possibilities of storytelling and to make seeing and witnessing the splendor of the Amazon accessible to everyone. We aimed to marry information-rich graphics and mapping with stunning photography by Thomas Peschak — who spent nearly 400 days in the field — as well as video and visual effects,” said Nathan Lump, editor-in-chief of National Geographic. “The result is a highly engaging and visually stunning journey through Amazonia that satisfies different types of users, from those who want to get an overall feel for the importance of this region to those who want to dive deeper into its many fascinating aspects. No matter how you interact with this experience, you’ll walk away with a key learning: We need Amazonia, and Amazonia needs us. This is the latest example of how we at National Geographic are leveraging the possibilities of multimedia content and digital platforms to create user experiences that bring the world to life in compelling new ways.”

In addition to the **INTO THE AMAZON** digital experience, National Geographic will be releasing the documentary special **EXPEDITION AMAZON**, premiering on National Geographic on Oct. 10 and streaming on Disney+ and Hulu on Oct. 11. The special provides an in-depth look at the Amazon’s vast environment. From the mighty Amazon’s icy source to its freshwater plume reaching as far as the Caribbean, National Geographic Explorers conduct groundbreaking research to take the pulse of one of the planet’s endlessly magical resources. From unique mangrove forests to the health of pink river dolphins and the migration of Andean bears, extreme urgency is met by equally hopeful solutions. Two **YouTube Originals companion** episodes will also be released as bonus material, with the first one launching on Sept. 23, followed by the second episode in early October. In the first episode, **EXPEDITION AMAZON: INTO THE WATERS**, viewers will be guided by Explorers Thomas Peschak, Fernando Trujillo, Thiago Silva and Julia Tavares from the farthest source of the Amazon River in Nevado Mismi in the Peruvian Andes to the point in the basin where it starts being known as the Amazon River, meeting wildlife and local communities along the way.

**Rolex is partnering with the National Geographic Society on science-based expeditions to explore, study, and document change in the planet’s unique regions.*

Helpful Links & Dates:

INTO THE AMAZON digital interactive, available now ([HERE](#))

October issue of National Geographic magazine, available now

EXPEDITION AMAZON documentary, premiering Oct. 10 and streaming on Disney+ and Hulu on Oct. 11

YouTube Originals: Episode 1 launching Sept. 23, Episode 2 launching early October

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About National Geographic

Award-winning and critically acclaimed National Geographic Content, part of a joint venture between The Walt Disney Company and the National Geographic Society, creates and delivers riveting stories and experiences in natural history, science, adventure and exploration. The brand is the largest on social media with over three quarters of a billion followers across all major platforms that generate over one billion impressions each month. Inspiring a deeper connection to the world, National Geographic Content reaches 300 million people worldwide in 180 countries

and 33 languages as a digital, social and print publisher and across the global National Geographic channels (National Geographic Channel, Nat Geo WILD, Nat Geo MUNDO), National Geographic Documentary Films, and direct-to-consumer platforms Disney+ and Hulu. Its diverse content includes Emmy® Award-winning franchise *Genius*, series *Life Below Zero* and *Secrets of the Whales*, and Oscar®- and BAFTA award-winning film *Free Solo*. For more information, visit natgeotv.com or nationalgeographic.com, or follow Nat Geo on [Facebook](#), [Instagram](#), [YouTube](#) and [LinkedIn](#).