

# NEWS



## **NATIONAL GEOGRAPHIC AMPS UP DIGITAL OFFERINGS BY EXPANDING PORTFOLIO OF YOUTUBE CONTENT, LAUNCHING SEVERAL NEW SERIES & A FOURTH YOUTUBE CHANNEL – NAT GEO EN ESPANOL**

**Digital Special AZZA AND ZOC DO EARTH Launched Aug. 6, Generating Over 275K Views in the First Two Weeks**

**First Two Episodes Now Available of THE CRUX, Presented by The North Face and Produced by ThinkLess Studio and the Oscar-winning Team at Little Monster Films**

**Travel Series SUPERSKILLED WITH EVA ZU BECK in Development for Late-Fall Premiere**

**Recently Launched Nat Geo En Español YouTube Channel Emerges as a Top Audience Draw in First Month**

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**(WASHINGTON, D.C. – Aug. 26, 2024)** National Geographic — the largest brand on social media with more than 810 million followers across platforms — announced today an expansion in its digital offerings in a continued commitment to bring original content to audiences by meeting them where they are. The first of a series of major social strategy changes the brand is making in response to the continuously evolving YouTube industry includes the launch of its fourth YouTube Channel, [Nat Geo En Espanol](#).

In addition to the new YouTube channel, the team is developing and launching a new slate of YouTube original series, beginning with [AZZA AND ZOC DO EARTH](#), which premiered on Aug. 6 and has seen tremendous success in its first few weeks, generating over 303K views and over 23K watch hours on YouTube. The series stars Aaron “Azza” Grist (@azzagrist) and Luke “Zoc” Zocchi (@zocobodypro), both of whom were featured in the brand’s critically acclaimed Disney+ Original series “Limitless with Chris Hemsworth.” “Chris Hemsworth’s Best Mates,” as they are affectionately referred to, continue the mission Hemsworth started with their own quest to learn how to live better and longer. The playful duo travel the globe and land in Bali in search of hidden health and wellness secrets, where they immerse themselves into the local community and culture.

Next, [THE CRUX](#), which premiered the first two episodes last week and with the next two episodes launching Aug. 29, takes audiences on an exhilarating journey with some of the world’s most elite climbers and looks back at the recent 2024 Olympic Games in Paris. **THE CRUX**,

produced with the support of the International Federation of Sport Climbing, gives viewers a raw and emotional behind-the-scenes look into the unique journey that several climbers went through as they competed for a spot at the Games, including their personal triumphs and struggles. The series is presented by The North Face and produced by ThinkLess Studio and Little Monster Films, the Oscar®- BAFTA- and multiple Emmy®-winning production company founded by Chai Vasarhelyi and Jimmy Chin.

Athletes featured in **THE CRUX** include pro-climbers and 2024 Paris Olympic qualifiers Oriane Bertone (@oriane\_bertone), Toby Roberts (@toby\_climbing), Janja Garnbrett (@janja\_garnbrett) and Campbell Harrison (campbell\_harrison547), as well as top climbers Alannah Yip (alannah\_yip), Jenya Kazbekova (@jenya\_kazbekova), Stasa Gejo (@gejostasa), Miho Nonaka (@nonaka\_miho) and Mejdi Schelck (@mejdi\_schalck).

“As we continue to refine our digital strategy to meet our fans where they are, this is an important step in the planned enhancement of our social presence and digital offerings. So many in our fan base connect with us on social, and we are committed to bringing them unique content and stories that represent the best of Nat Geo, while expanding the type of storytelling we deliver across platforms,” said David Miller, executive vice president, National Geographic.

“Growing our YouTube presence to include a dedicated Spanish-language channel is the latest example of how National Geographic as a brand is increasing engagement and visibility in the social space. Our new YouTube Originals, featuring young and diverse talent from across the globe, are also an impactful next step in this process. This launch is just the start of an exciting rollout planned throughout the remainder of the year,” said Tulani André, vice president of Social Media at National Geographic.

In development and slated for release in late fall is a riveting and quintessentially Nat Geo new travel show, **SUPERSKILLED WITH EVA ZU BECK**, which will feature Eva zu Beck, adventurer and prominent YouTube storyteller. In the four-part series, zu Beck will travel to some of the world’s most remote locations in search of people who possess extraordinary skills that push the limits of the human mind and body. She was featured in a previous Nat Geo YouTube Original series earlier this year, “Best of the World,” in which she took viewers on a trip to Iceland to explore a unique wellness spa.

[YouTube's Nat Geo En Español](#) joined the core Nat Geo YouTube page (23M Subs) along with Nat Geo WILD (5M subs) and Nat Geo Kids (1M subs) as another digital offering for consumers to engage with award-winning Nat Geo content, supporting the brand’s dedication to inclusive storytelling. The new channel, which allows Spanish speakers to enjoy National Geographic’s content, will include a diverse range of content and eventually host more than 200 hours of programming featuring popular Nat Geo genres, including culture, wildlife and history content. Since its launch on July 10, the channel has organically generated 10.2M views, 3.4M watch hours and 46K subs.

## **YOUTUBE PREMIERE SCHEDULE:**

### NOW AVAILABLE:

- **¡Hombre se Enfrenta a un Tiburón!** | Epic Shark Battle: Man Takes on a Shark! (“Man vs. Shark”)
- **Tiburones contra Depredadores: ¿Quién ganará?** | Shark vs. Predator. Who Will Win? (“Shark vs. Predator”)

- **Enfrentamiento en el Océano: Tiburones vs. Atún** | Ultimate Underwater Fight: Shark vs. Tuna (“Shark vs. Tuna”)
- **Ataque de Tiburón en Alcatraz: ¿Misterio Revelado?** | Alcatraz Shark Attack: Mystery Unveiled? (“Sharkatraz”)
- **Leoparda Lucha por la Vida de Sus Crías** | Leopard Fights for the Lives of Her Cubs (“Savage Kingdom” Season One: “Leopard Rock”)
- **Tutankamón: ¡Tesoro Perdido Encontrado!** | Tutankhamun: Lost Treasure Discovered! (“Lost Treasures of Egypt” Season One: “Tutankhamun’s Treasures”)
- **Los Tiburones Más Peligrosos del Mundo: ¡Descúbrelos!** | The World’s Most Dangerous Sharks: Discover Them! (“Big Sharks Rule”)
- **Perros Salvajes: Cachorros en Peligro** | Wild Dogs: Puppies in Danger (“Savage Kingdom” Season One: “The Pale Pack”)
- **Faraona Egipcia que Cambió el Juego** | Egyptian Pharaoh Who Changed the Game (“Lost Treasures of Egypt” Season One: “Warrior Pharaoh Queen”)
- **Ataques de Tiburones: ¿Tan Predecibles como el Clima?** | Shark Attacks: As Predictable as the Weather? (“Forecast: Shark Attack”)
- **Leonas y Cachorros: Sobreviviendo al Exilio** | Lioness and Her Cubs: Surviving Exile (“Savage Kingdom” Season One: “Queen of the North”)
- **Ladrones de Tumbas en el Antiguo Egipto** | Tomb Raiders in Ancient Egypt: Unearthing Secrets and Curses (“Lost Treasures of Egypt” Season One: “Tomb Raiders”)

#### PREMEIRING FALL 2024:

- **9/11: Control del Cielo** | 9/11 Control the Skies
- **Noche de Pelea Animal** | Animal Fight Night
- **Tesoros Perdidos de los Maya** | Lost Treasures of the Maya
- **Wild Sudamérica** | South American Untamed
- **Alerta Aeropuerto** | To Catch a Smuggler

#### **THE CRUX PREMIERE SCHEDULE:**

**Now available** — [EPISODE ONE: “The Ascent Begins”](#) — The massive Bern Stadium carries the roars of 17,000 fans, setting the stage for a World Championship like no other. The voices of different climbers describe the growth of the sport they love and what winning means to them.

**Now available** — [EPISODE TWO: “The Old Guard”](#) — Back in Switzerland, the men’s climbing event begins to take place with veterans like Jakob Schubert, who has been dominating the competition scene for years, and athletes like Toby Roberts and Mejd Schalk, who are carrying the torch for the new generation. The competition begins, and we can feel the tension in the air.

**Premiering Aug. 29** — **EPISODE THREE: “On the Edge”** — In Melbourne, Campbell Harrison stands as a beacon of hope for the LGBTQ+ community in the climbing world. Cut to Jakarta, Indonesia, where we meet Nonaka Miho, a major star in the sport who is navigating her highs, lows and overall future.

**Premiering Aug. 29** — **EPISODE FOUR: “Breaking Point”** — The climbers train together while chatting about their careers and relationships. Friends become rivals as they strive to reach their dreams.

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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](http://natgeotv.com) or [nationalgeographic.com](http://nationalgeographic.com), or follow Nat Geo on [Facebook](#), [Instagram](#), [YouTube](#) and [LinkedIn](#).