

National Geographic Launches New Mobile App in United States and Canada

National Geographic just launched a new mobile app that is available in the Apple App Store and Google Play Store to customers in the U.S. and Canada. Compatible with both Android and iOS smartphones and tablets, the app provides users with a personalized digital experience that includes access to the National Geographic magazine archives, an immense photo library, digital articles and over 3,000 captivating videos. Designed to be the most convenient way to access National Geographic's rich content, the National Geographic app empowers users to discover the world, be inspired by stories and build their own adventure through a personalized feed. "For 130 years, National Geographic has been igniting the explorer in all of us through ground-breaking storytelling across our unparalleled portfolio of media assets," said David Miller, executive vice president and general manager of National Geographic Media. "The new app is a valuable addition to this portfolio as it further expands our touchpoints beyond our television channels, magazines, travel offerings, books, events, and existing digital and social platforms that already reach millions of consumers around the world every month." For the first time, the National Geographic app has been developed for both Apple's iOS ecosystem and Google's Android operating system, bringing National Geographic's 130-year storytelling legacy to consumers all over the world. Designed to learn from users' behavior, the app will continually refine their experience through the "For You" tab that highlights the most relevant, curated content to provide a highly personalized experience. Content will be refreshed regularly; it currently features:

- Over 3,000 long- and short-form videos
- Over 28,000 photos by some of National Geographic's legendary photographers
- Curated archive of National Geographic magazines, including the original issue from 1888

"We're delighted to launch this new app to help our audience have the best possible experience when consuming National Geographic content," said Marcus East, National Geographic's executive vice president of product and technology. "The app provides our fans with a personalized portal into the world of National Geographic and we have an exciting roadmap of enhancements and developments planned for the coming months that will make it even better." The new National Geographic app replaces the previous National Geographic magazine app and, through a free account, provides full access to a source of endless inspiration for the everyday explorer. It can be downloaded from the [Apple App Store](#) and is available on [Google Play](#). **PRESS CONTACT:** Meg Calnan, meg.calnan@natgeo.com, 202-912-6703 **NATIONAL GEOGRAPHIC PARTNERS LLC** National Geographic Partners LLC (NGP), a joint venture between National Geographic and 21st Century Fox, is committed to bringing the world premium science, adventure and exploration content across an unrivaled portfolio of media assets. NGP combines the global National Geographic television channels (National Geographic Channel, Nat Geo WILD, Nat Geo MUNDO, Nat Geo PEOPLE) with National Geographic's media and consumer-oriented assets, including National Geographic magazines; National Geographic studios; related digital and social media platforms; books; maps; children's media; and ancillary activities that include travel, global experiences and events, archival sales, licensing and e-commerce businesses. Furthering knowledge and understanding of our world has been the core purpose of National Geographic for 130 years, and now we are committed to going deeper, pushing boundaries, going further for our consumers ... and

reaching millions of people around the world in 172 countries and 43 languages every month as we do it. NGP returns 27 percent of our proceeds to the nonprofit National Geographic Society to fund work in the areas of science, exploration, conservation and education. For more information visit natgeotv.com or nationalgeographic.com, or find us on [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), [LinkedIn](#) and [Pinterest](#).