



The *Walt Disney* Company

A HISTORIC UNION OF BRANDS

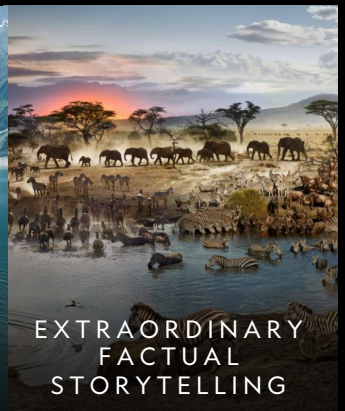
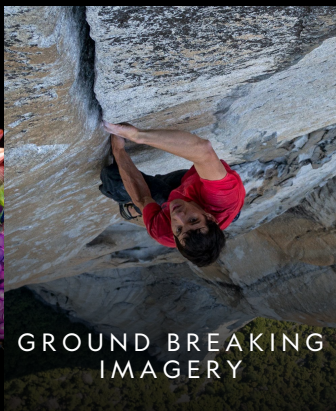


PIXAR



A GLOBAL FORWARD
THINKING MEDIA COMPANY
WITH PURPOSE AT OUR CORE

FOCUS AREAS



THE WORLD OF NATIONAL GEOGRAPHIC



PUBLISHING

KIDS NAT GEO KIDS



CHANNELS



EVENTS



DISNEY+



MAGAZINE



THEATRICAL



SOCIAL



TRAVEL



DIGITAL



CONSUMER PRODUCTS

UNRIVALLED SCALE & SCOPE



AMONG THE MOST WIDELY DISTRIBUTED **TV CHANNELS** IN THE WORLD

405M+

Households have access to at least one channel in 172 countries

164M+ Disney+ subs

47M+ Hulu subs
Have access to Nat Geo streaming content



ONE OF THE MOST READ **MAGAZINES** IN THE WORLD

45M+

monthly print & digital readers across 32 different languages

84M+

monthly readership across print, digital and apps



HIGHLY ENGAGED **DIGITAL** AUDIENCE

23M+

Monthly global website users

5.9B+

Views in 2022 (Digital & Social)



THE **#1 BRAND** ON SOCIAL MEDIA

706M+

Total followers across all platforms

276M

Instagram followers on @NatGeo hero account



TRUST + CONTENT + SCALE

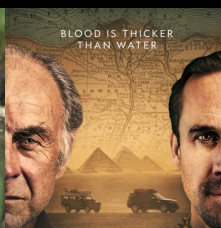
WAYS OF WORKING



BRANDED CONTENT
Partner with National Geographic Creative Works content studio to tell your brand story



TALENT
Work with Nat Geo photographers & explorers across content, events & experiences



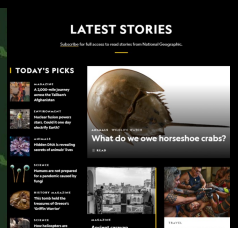
LONG FORM CONTENT
Commissioned Nat Geo documentary features & marketing partnerships



SPONSORSHIP
Alignment with Nat Geo editorial content and franchises



TENT POLE
Partner with Nat Geo priority initiatives such as Earth Day & Best of the World travel



MEDIA
Direct and programmatic media buys across Nat Geo & Disney platforms and channels