

nationalgeographic.com

Brand position

Nationalgeographic.com inspires people to care about the planet.

It does this in a highly engaging and entertaining way, adhering to the Societys pillars of factual accuracy, compelling stories and outstanding imagery.

nationalgeographic.com serves a vibrant, engaged, visually oriented audience of high-income, highly-educated consumers eager to experience National Geographic. Our awarding-winning content includes original daily news as well as thematic content and individual brand/genre sites.

The introduction of the content channel strategy is paying dividends with triple digit traffic growth in environment, science and technology, travel (peoples and places) , animals, NGM and Video.

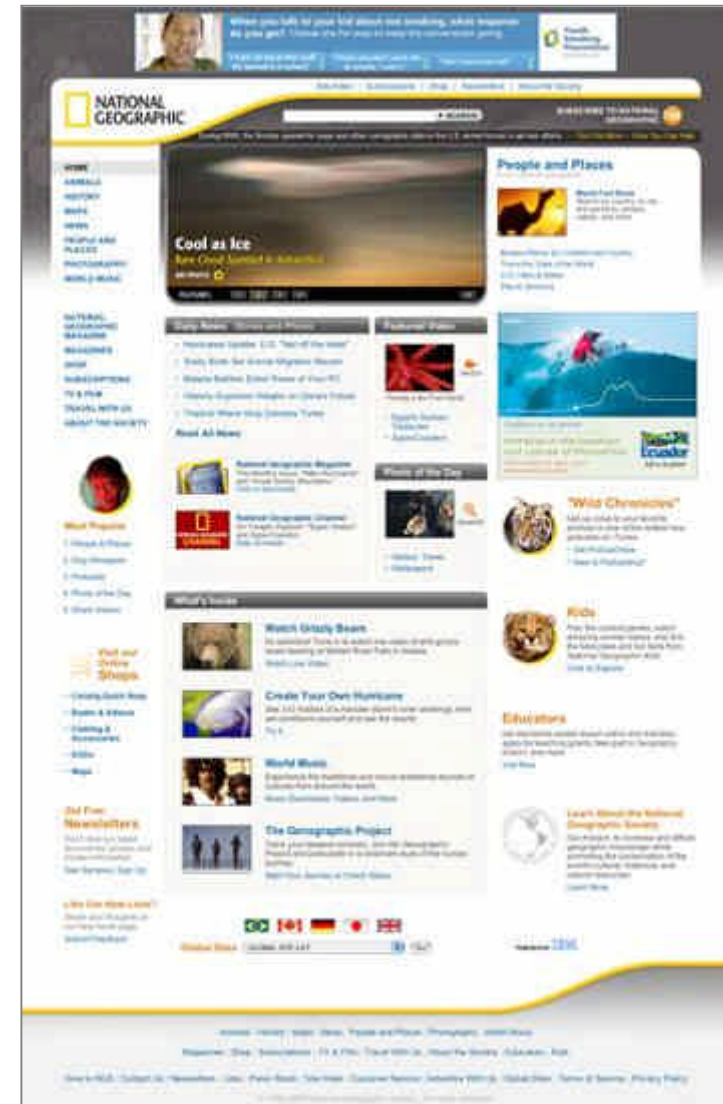
Channels

Animals, Environment, History, Kids, Maps, News, People & Places, Photography, Science & Space, Video, World Music.

Australian Unique Users: 271,130

Australian User Profile

Male/Female:	52%/ 48%
Aged 25+:	67%
Access internet daily:	90%
Average HHI	AUD\$135,451



nationalgeographic.com – Nielsen Australian User Survey November 2007

Nielsen conducted a survey for nationalgeographic.com in November 2007 to:

- better understand user usage and attitudes
- gauge respondent's attitudes towards lifestyle and green issues
- collate demographic information

These are a few highlights of the Australian unique user results:

Why visit nationalgeographic.com?

- To read articles (48%)
- To look at photos (47%)
- To look for news (25%)
- To get information on a place in the world (22%)
- To look up a map (13%)
- To look up tips for green living (7%)

How long do users spend online? 15-30 minutes browsing (41%)

How often? Once a week (26%)

How many also read National Geographic Magazine? (86%)

How many also watch National Geographic Channel? (35%)

How often do you travel?

- Up to 5 air trips per year for personal travel (85%)
- Up to 9 air trips per year for business travel (74%)

Visitors have a keen sense of adventure and enjoy seeking out new places and countries to visit.

What is most important to them?

- The environment (71%)
- Health & Nutrition (68%)
- Personal/family financial wellbeing (64%)
- Work/life balance (64%)

On green issues, users agree that

- Industry needs to take more responsibility for the environment (76%)
- It is important to participate in recycling schemes (74%)

Attitudes towards advertising:

- I would pay more for a brand they trust (84%)
- Believe advertising keeps me informed about new products/services (48%)

What are users buying this year?

- Plasma/LCD Screen & HD TV's (19%)
- Digital video or camera (18%)
- 3G mobile phone or mobile email device (15%)