

Leading Through Connections

Insights from the
Global Chief Executive
Officer Study

National Geographic

Engaging with customers in new ways

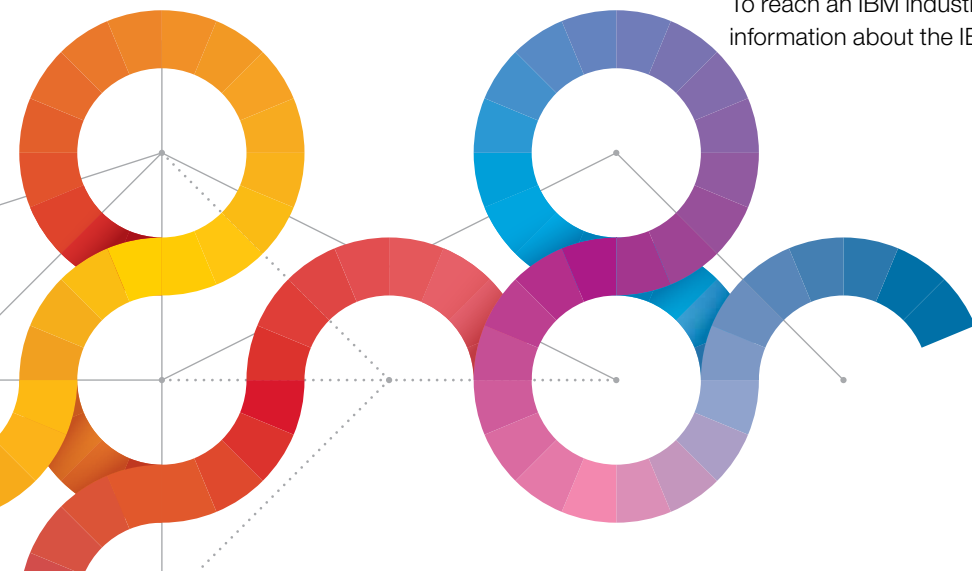
The National Geographic Society is one of the world's largest nonprofit scientific and educational organizations. Founded in 1888 to "increase and diffuse geographic knowledge," the Society's mission is to inspire people to care about the planet. Through magazines, television, films, books, music, radio, exhibitions and other media, it has connected deeply with customers for decades. The National Geographic Channel, for example, reaches 435 million households in 37 languages across 173 countries.

But with more customers expecting real-time information and subscription revenues shrinking for publishers, the organization is now offering enhanced customer experiences on more platforms. By marshalling digital and social media capabilities, National Geographic lets people share both with them and through them.

Among its many digital customer touch points are National Geographic's robust website, NationalGeographic.com; the magazine's award-winning iPad app, a best-selling atlas app, and other mobile apps that include educational games; the Animal Jam online virtual playground for kids; Networked Organisms, a global platform for citizen scientists; blogs and other social media channels.

By providing creative ways to enhance the magazine experience and engage with individuals of all ages, National Geographic continues to grow its customer connections. The magazine now has more than 170,000 digital subscribers and more than 9 million Facebook fans who learn and interact based on daily updates from the Society.

To reach an IBM industry expert, contact iibv@us.ibm.com and for more information about the IBM CEO Study, please visit ibm.com/ceostudy.





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