

Is Your Brain Bored? National Geographic Channels International Will Fix That In 2014 With New Yearlong Programming And Marketing Campaign "Entertain Your Brain"

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(Washington D.C.--February 13, 2014) National Geographic Channels International (NGCI) has announced a new programming and marketing campaign that will "ENTERTAIN YOUR BRAIN" with a series of new and returning shows that spotlight the incredible workings of science and the human mind through mind-blowing experiments, viewer-driven brain teasers and man-on-the-street trials. The new "ENTERTAIN YOUR BRAIN" strand kicks off this February with the return of the Emmy®-nominated, global hit series "Brain Games," with host and self-proclaimed "wonder junkie" Jason Silva guiding you through the twists and turns of your grey matter. "Brain Games" was the #1 rated series across all the National Geographic Channels worldwide in 2013.

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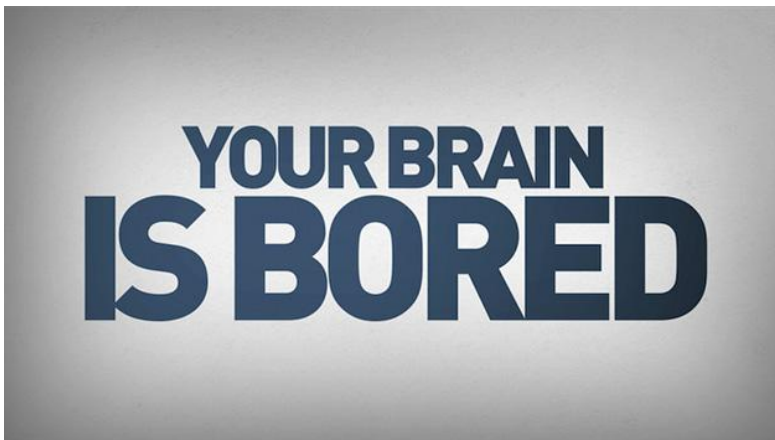
ENTERTAIN YOUR BRAIN will also feature the brand new series *None of the Above* with British TV presenter and engineer Tim Shaw who challenges the people he meets – and the audience at home – to predict the outcomes of a series of experiments, from landing a helicopter on a single layer of eggs without cracking a shell to protecting a watch from hammer blows using custard. Acclaimed presenter Richard Hammond will host new series *Science of Stupid*, offering 14 nail-biting episodes that explain the physics, biology and engineering mistakes behind daring amateur stunts gone wrong. And, *The Numbers Game* where host and National Geographic Emerging Explorer Jake Porway reveals the surprising and fascinating statistical science at work behind every day topics including toughness, superstition, scepticism, lying and desirability, among others.

"**ENTERTAIN YOUR BRAIN** gives you the 'why' behind the 'wow' with an excellent mix of shows that pair together some amazing experiments and brain teasers to illustrate the remarkable way we make split-second decisions and piece together our world. These shows are fascinating, insightful and fun," said Hamish Mykura, Executive Vice President and Head of International Content for NGCI.



To drive viewers and connect with the curiosity in all of us, NGCI has developed a very robust, marketing campaign featuring more than 60 unique creative executions for on-air, digital and print including 11 distinct **promos**, print ad templates and a **customised website** that showcases the world's most enthusiastic superfan: the brain.

NGCI partnered with BIGSMACK marketing agency to create a five-foot-tall "living" brain character whose unbridled curiosity and thirst to know more leave him craving to stimulate his neurons through **ENTERTAIN YOUR BRAIN** content. Filming with the brain spanned over three months and multiple locations, featuring extensive interviews with talent from **ENTERTAIN YOUR BRAIN** programming including hosts Jason Silva and Tim Shaw. The brain has started a blog and his own Facebook feed that will be localised regionally. In the upcoming months the brain will be traveling around the world to local NGCI markets, meeting with other fans and local hosts, supporting numerous on ground stunts. Launching this month, the campaign will air in 170 countries around the world, translated into 45 languages throughout 2014.



"Is your brain bored? It's our job to fix that. Our Brain represents every enthusiastic viewer's craving for shows that are smart, provocative and fun to play along with at home," said Liz Dolan, Chief Marketing Officer for NGCI. "We love the fun character we've created and we also love the fact that it is so easy to have our 5 foot tall Brain speak 45 different languages across the whole global campaign!"

"We worked very closely with the international group on this to develop the character of the

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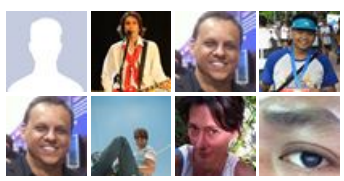
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Craving some ocean blue peacefulness on a warm July day? Take a look behind the underwater lens of Jonathan Bird's Blue World. You'll be transported to lovely lagoons, blissful bays and the not-so-peaceful Pacific to swim with sharks, seahorses and giant whales.

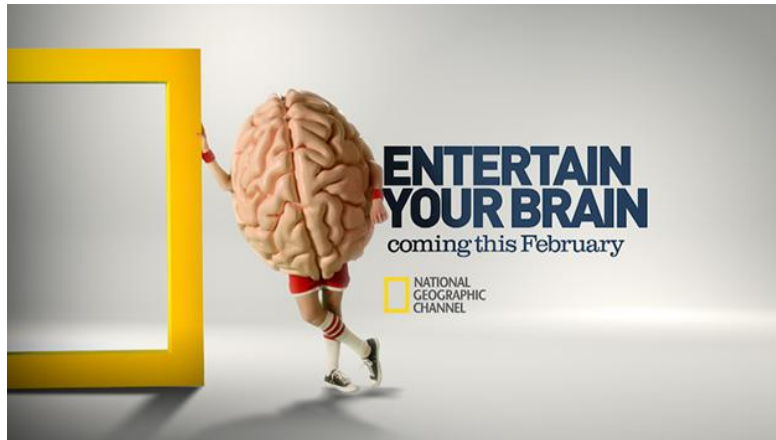


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Brain, and the concept of a Guy and his Brain, and their funny interaction. Nat Geo is making smart fun and we loved getting behind that sentiment. The National Geographic Channels International team is really clever and forward-thinking. Collaborating with them on this was a blast," explains BIGSMACK Executive Creative Director/Director Andy Hann.



Programming line-up for *Entertain Your Brain* includes:

Brain Games* (National Geographic Television in association with Atomic Entertainment)** – Building off last season's success, including an Emmy® nomination for Outstanding Informational Series or Special, the new season of ***Brain Games explores a new array of topics on how we see, process and think about the world around us. Guiding you through the twists and turns of your grey matter is host Jason Silva, a self-proclaimed "wonder junkie" and, according to The Atlantic, "a part-time filmmaker and full-time walking, talking TEDTalk."

***None of the Above* (Renegade Pictures)** – British TV presenter and engineer Tim Shaw challenges the people he meets – and the audience at home – to predict the outcome of a series of experiments before dissecting the science behind it. From landing a helicopter on a single layer of eggs without cracking a shell to using custard to protect a watch from hammer blows, Shaw sets out to amaze and dumbfound in equal measure in this new 20-part series.

Science of Stupid* (IWC Media)** – Hosted by acclaimed presenter Richard Hammond, this nail-biting, 14-episode series, reviews the daring exploits of amateur stunts gone wrong. Examining science's least fortunate experimenters, ***Science of Stupid explains the physics, biology and engineering mistakes behind each failed attempt from motorbike crashes and trampoline mishaps to unexpected explosions and novice lumberjacking.

The Numbers Game* (National Geographic Television and Goodbye Pictures)** – Hosted by data scientist and National Geographic Emerging Explorer Jake Porway, ***The Numbers Game reveals the surprising and fascinating statistical science at work behind everyday situations. The series explores the topics of toughness, superstition, scepticism, lying and desirability, among others, through mind-bending statistics, hilarious man-on-the-street experiments and interactive game play.

Marketing elements can be found here:

Launch promo: <https://vimeo.com/85203764>

Is it Sunday Yet promo: <https://vimeo.com/85203765>

Brain website: <http://natgeotv.com/uk/entertain-your-brain>

Marketing Campaign Credits:

Client: National Geographic Channels International

Fox International Channels: Liz Dolan, CMO

VP Creative and Consumer Marketing: Emanuele Madeddu

VP Branding and Creative: Florencia Picco

Branding Director: Mariano Barreiro

Marketing Director: Alberto Linares

marketing Director: Alysia Linares
Digital Manager: Darren Knabe
Creative Manager: Maricruz Castillo Merlo

Agency/Production/Editorial/Post/Sound Design/Audio Company: BIGSMACK

Executive Creative Director / Director: Andy Hann
Creative Director: Matt Hall
Executive Producer: Heidi Erney
Executive Producer: Richard DiNublia
Executive Producer: Tommy Leonard
Senior Writer / Producer: Laura Gillespie
Head of Marketing: Andrew Kobliska

Director of Photography: Brad Smith
Line Producer: Larry Schwartz
Graphic Designers / Compositing: Matt Hall, Jason Harmon, Rick Malwitz, Dan Hoffman
Editor: Karama Horne
Audio Engineer: Bob Schachner
Color Correction: Janet Falcon, Catherine Pantazopoulos
Production Coordinator: Meg Hughes

National Geographic Channels International

National Geographic Channels International (NGCI) inspires viewers through its smart, innovative programming that questions what we know, how we view the world and what drives us forward. A business enterprise owned by National Geographic Ventures and FOX Entertainment Group, NGCI contributes to the National Geographic Society's commitment to exploration, conservation and education through its six channels: National Geographic Channel, National Geographic Channel HD, Nat Geo Wild, Nat Geo Wild HD, Nat Geo People and Nat Geo Mundo.

Globally, National Geographic Channel (including NGC U.S., which is a joint venture of NGV and Fox Cable Networks Group) is available in more than 440 million homes in 171 countries and 45 languages.

For more information, please visit <http://www.natgeotv.com>

About BIGSMACK:

BIGSMACK is an award-winning entertainment marketing agency filled with writers, directors, producers, editors, designers, animators, and brand strategists. We are more than 100 strong, occupying creative, design and production space in New York City and Philadelphia. <http://www.bigsmack.tv>

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