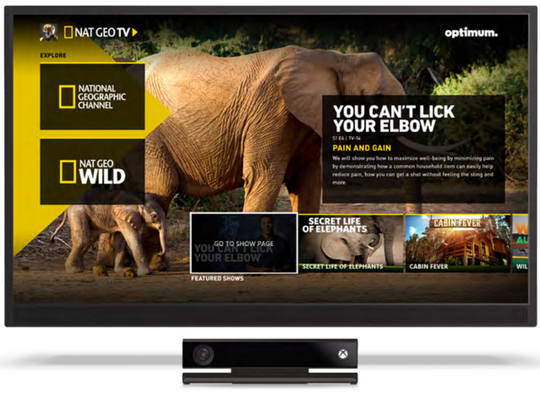
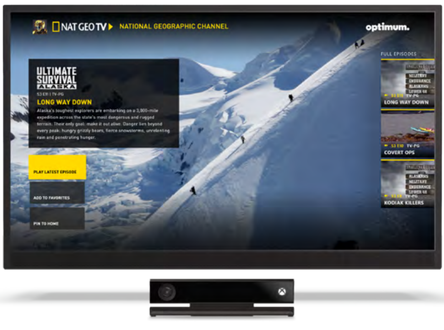
We helped deliver National Geographic's exclusive programming with a two-channel Xbox One application.



Two Channels, One App

We were asked to deliver the National Geographic Channel and Nat Geo Wild Channel within one application. We designed an engaging launching point for both channels with quick decision making opportunities for eager viewers.



Our Custom Design Approach

We built a customized Xbox One layout to afford the two channel offerings, each containing its own separate content environment, while sustaining Nat Geo's brand and identity.

Advertising and Analytics

We've handled advertising integration for Nat Geo on Xbox One through the use of Google Analytics.