**National Geographic says its Snapchat Discover Channel is Profitable**

Nat Geo’s eight-person Snapchat team includes video, edit and design specialists dedicated to putting each daily edition together. The publisher puts out 10 to 12 pieces of content a day, a combination of repurposed Nat Geo fare and content created just for Snapchat. On any given day, at least three pieces of content on Nat Geo’s Discover channel will be video.

***Digiday 6.15.16***

<http://digiday.com/publishers/even-national-geographic-caved-vertical-video/>