

My NGC



On its 10th anniversary in Portugal, the National Geographic Channel let its viewers choose for the first time ever. Through a micro-site especially created for the voting process, viewers could vote on the Sunday afternoon programme line up for a whole month. More than 20,000 people voted.

Why it matters

The idea is not new, but with this event, and its media coverage (in traditional media and also social networks), the NGC created a buzz around itself and its documentaries. With more than two hundred TV cable channels fighting for its share of audience we will see more of this programmes-on-demand on an every-day basis?

- [Instant Gratification](#)
- [Portugal](#)
- [Media & Entertainment](#)

Source URL: <http://www.welcometomatters.com/article/my-ngc>

Links:

[1] <http://www.welcometomatters.com/team/marina-pinto-barbosa>