

## **Andy Baek Appointed Head & Vice President of National Geographic Channels**

*Effective immediately, he will move on to the dual role in support of National Geographic's expanding channel business in the Asia Pacific region*



**HONG KONG, 29 OCTOBER, 2018** – FOX Networks Group Asia today announces that Andy Baek has been appointed to a new dual role as Head and Vice President of National Geographic Channels, effective immediately.

He continues his current position as FOX Network Group Asia's Head and Vice President of Hollywood movie channels, looking after regional channel brands such as FOX Movies, FOX Action Movies, FOX Family Movies and Star Movies.

As Head and Vice President of National Geographic channels, Andy will be responsible for overseeing the channel team operations, including programming, production, acquisition and strategy.

He will continue to be based in Hong Kong, reporting directly to Keertan Adyanthaya, Executive Vice President, Content & Communications, FOX Networks Group Asia.

Keertan said, “Andy has a strong record of success with FOX Networks Group Asia, having grown and launched the region’s most loved entertainment channels. With his unique skills in unlocking channel potential and deep knowledge of the pan-Asian landscape, I have no doubt that he will continue to make National Geographic channels a home for exploration, adventure, and the ground-breaking storytelling which has defined the brand for over 130 years.”

Andy said, “Moving to National Geographic channels is a fantastic opportunity to support FOX Networks Group Asia in sharing some of the best stories the world has to offer. National Geographic channels are home to great stories that spark curiosity and push the boundaries of what we know. This is the definition of entertainment with a purpose, and I can’t wait to work together with the team in order to bring the ground-breaking storytelling of National Geographic to life for even more viewers.”

National Geographic channels enjoyed a strong awards season. At the 2018 Primetime Emmy Awards, National Geographic was the second-most nominated network in basic cable for the second year in a row and took five Emmys, including Outstanding Cinematography for a Limited Series or Movie” for *Genius: Picasso* and “Outstanding Directing for a Non-fiction Program” for *Jane*, the story of Jane Goodall. Also winning the Critic’s Choice Award and the National Board of Review award, *Jane* was one of the most acclaimed and best reviewed documentaries of the year.

Andy’s tenure with FOX Networks Group Asia spans more than a decade. Starting as a Channel Manager and launching FOX and FX Korea in 2007/08, he became Head of Hollywood entertainment channels in 2010 before moving into the role of Vice President of Hollywood entertainment channels in 2013. Under his leadership, FOX has become the #1 general entertainment brand in Southeast Asia and FOX Movies has been outperforming HBO as the #1 Hollywood movie channel since 2017.

His new role as Head and Vice President of National Geographic Channels starts from today.

###

**For media queries and interview opportunities, please contact:**

**ANNIE WANG**

GOLIN

D: +852 2501 7937

E: ATinio@golin.com

**‘AIN OMAR AID**

FOX Networks Group Asia

D: +852 2621 8782

E: ‘Ain.OmarAid@fox.com

### **About FOX Networks Group Asia**

FOX Networks Group Asia (FNG Asia) is 21st Century Fox's multi-media business in Asia Pacific and the Middle East. FNG Asia develops, produces and distributes entertainment, sports, factual and movie channels in 14 languages. The FNG Asia portfolio includes over 30 channel brands, on both linear and non-linear platforms, including FOX Sports, FOX Life, FOX Movies, National Geographic Channel, Nat Geo Wild, Nat Geo People, SCM (formerly STAR Chinese Movies) and SCC (formerly STAR Chinese Channel) and its on-demand video-streaming service FOX+. As the region's leading broadcaster, FNG Asia reaches more than 580 million cumulative homes with offices in Hong Kong, China, Taiwan, Japan, Korea, Singapore, Malaysia, Indonesia, Philippines, Thailand, Vietnam, India, Australia and the UAE. FNG Asia is a fully owned subsidiary of 21st Century Fox.

### **About National Geographic**

National Geographic inspires viewers through its smart, innovative programming that questions what we know, how we view the world and what drives us forward. With a focus on the core goals of exploration and education that the National Geographic Society emphasizes, National Geographic challenges perceptions and allows viewers to push back against the boundaries of exploration. Globally, National Geographic has effectively used the medium of television to reach 440 million homes in 171 countries with 45 languages.

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



<https://www.facebook.com/NGCasia>



[@natgeoasia](#)