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## **GoPro Expands Xbox Entertainment Portfolio with New App Channel for Xbox One**

### **Four Exclusive Videos Posted For the Xbox Community App Launches with Exclusive Video Content, On-Demand Viewing and Enhanced User Sharing**

SAN MATEO, Calif., July 22, 2014 /PRNewswire/ -- [GoPro](#), Inc. (NASDAQ:GPRO) today released four exclusive videos to the Xbox community to mark the launch of its GoPro Channel for the Xbox One® video game and entertainment system from Microsoft - an entertainment and e-commerce app that allows Xbox Live members worldwide\* to stream GoPro content on-demand, share favorite videos, and purchase GoPro cameras and accessories.

The launch expands GoPro's visibility to the Xbox community, which has enjoyed GoPro video entertainment on Xbox 360 since the first app launched in April. The GoPro Channel on Xbox 360 reflects the community's interest in viewing GoPro content, with nearly half a million downloads and users watching an average of 18 minutes of GoPro videos each session worldwide. In the US, engagement is even higher, with Xbox 360 users tuning in for nearly 30 minutes each session - longer than the standard television sitcom.

"Xbox 360 users have welcomed GoPro into their community with enthusiasm, and we expect the launch of the GoPro Channel on Xbox One to take that engagement to the next level," said Adam Dornbusch, Head of Contest Distribution at GoPro. "The Xbox platform is a best in class over-the-top media platform and users are making the most of that by tuning into the GoPro Channel and watching it like they would a TV. We anticipate that trend to continue and grow among the Xbox One audience."

The announcement of the GoPro Channel for Xbox One comes just in time for people to demo the app at Comic-Con International this week in San Diego. Xbox Lounge attendees can view teaser clips of exclusive content, watch a robust playlist of other GoPro-produced and user-generated videos and learn about new favorite and share features.

"Bringing the GoPro Channel to Xbox One has been a top demand from fans this year," said Larry Hryb, Xbox Live's Major Nelson. "GoPro athletes and fans alike can curate their favorite videos on their big screens right next to their favorite Xbox One games, and it's super easy to switch between the two. I love that you can also buy GoPro cameras and gear right from the app!"

The relationship with Microsoft augments GoPro's initiative to expand its content distribution and community reach beyond current brand platforms including social media and [GoPro.com](#). In October 2013, the company launched a GoPro Channel on Virgin America in-flight entertainment and additional content partnerships are anticipated later this year.

To view content similar to what will air on the GoPro Channel for Xbox One, visit the [GoPro Channel on YouTube](#). To view a demo reel of the GoPro Channel app, please visit this link: <https://www.youtube.com/watch?v=xujiVhTU1zY>.

\* GoPro on Xbox One will be available in the following regions: Australia, Austria, Brazil, Canada, France, Germany, Iran, Ireland, Italy, Mexico, New Zealand, United Kingdom, United States,

#### **About GoPro, Inc. (NASDAQ:GPRO)**

GoPro, Inc. is transforming the way consumers capture, manage, share and enjoy meaningful life experiences. We do this by enabling people to capture compelling, immersive photo and video content of themselves participating in their favorite activities. Our customers include some of the world's most active and passionate people. The volume and quality of their shared GoPro content, coupled with their enthusiasm for our brand, are virally driving awareness and demand for our products. To date, we have generated substantially all of our revenue from the sale of our cameras and accessories and we believe that the growing adoption of our capture devices and the engaging content they enable, position GoPro to become an exciting new media company.

What began as an idea to help athletes document themselves engaged in their sport has become a widely adopted solution for people to document themselves engaged in their interests, whatever they may be. From extreme to mainstream, professional to consumer, GoPro has enabled the world to capture and share its passions, and the world, in turn, is enabling GoPro to become one of the most exciting and aspirational companies of our time.

For more information, visit [www.gopro.com](http://www.gopro.com) or connect with GoPro on [YouTube](#), [Twitter](#), [Facebook](#), or [LinkedIn](#).

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Video - <https://www.youtube.com/watch?v=xujiVhTU1zY>

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