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GoPro Channel to Launch on SkyQ

GoPro content soon available through UK and Ireland's biggest pay TV provider

SAN MATEO, Calif., Nov. 18, 2015 /PRNewswire/ -- [GoPro, Inc.](#) (NASDAQ: GPRO), enabler of some of today's most engaging content, today announced it's bringing the [GoPro Channel](#) to [SkyQ](#), the next-generation home entertainment system from Europe's leading entertainment company, Sky. SkyQ will launch early next year in the UK and Ireland.

Announced today as part of the SkyQ launch event "[Set Your TV Free](#)" in the UK, this agreement marks GoPro's second Multichannel Video Programming Distributor (MVPD) partnership. At launch in early 2016, GoPro videos will officially be available on two of the largest TV platforms on the globe - [Comcast](#) and Sky. Sky has 21 million customers in the UK, Ireland, Germany, Austria and Italy.

"GoPro content tells stories and stirs emotions on a global scale," said Adam Dornbusch, Head of Global Business Development and Content Acquisitions at GoPro. "We are always looking for new ways to deliver that content to our diverse audience in the US and beyond, from the action sports fan to the virtual reality enthusiast to the family on vacation. Sky is innovative in that it's rapidly moving to offer content on multiple platforms — SkyQ presents GoPro with a great opportunity to deliver our videos to a brand new user base in the UK and Ireland. We're excited to welcome Sky to our growing group of partners."

The GoPro Channel curates a selection of the world's best content in an easy-to-use experience and will deliver on-demand, immersive, high-definition GoPro content to SkyQ customers as part of their subscriptions through their TV sets and tablet devices.

Sky joins GoPro's expanding list of content distribution partners, which includes [Comcast Watchable](#), [Xbox One and Xbox 360](#) entertainment systems, [LG Smart TVs](#), [Roku](#), Virgin America in-flight entertainment, and [Vessel](#), along with social channels including [YouTube](#), [Facebook](#), [Twitter](#), [Instagram](#), [Vimeo](#), [Pinterest](#) and [GoPro.com/Channel](#).

For more information on GoPro and its HERO line of cameras and accessories, visit [GoPro.com](#).

About GoPro, Inc. (NASDAQ:GPRO) GoPro, Inc. is transforming the way people capture and share their lives. What began as an idea to help athletes self-document themselves engaged in their sport has become a widely adopted solution for people to capture themselves engaged in their interests, whatever they may be. From extreme to mainstream, professional to consumer, GoPro enables the world to capture and share its passion. And in turn, the world has helped GoPro become one of the most exciting and aspirational companies of our time.

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

GOPRO® and HERO® are trademarks or registered trademarks of GoPro, Inc. in the United States and other countries.

About Sky

Sky is Europe's leading entertainment company, serving 21 million customers across five countries: UK, Ireland, Germany, Austria and Italy. We offer the best and broadest range of content, deliver market-leading customer service and use innovative new technology to give customers a better TV experience, whenever and wherever they choose.

Sky has annual revenues of over £11 billion and is Europe's leading investor in television content with a combined programming budget of £4.9 billion. The group employs 30,000 people and is listed on the London Stock Exchange (SKY).

For more information visit [www.sky.com/corporate](#)

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