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GoPro Channel Now Available on Amazon Fire TV and Fire TV Stick

World's Most Engaging User Generated Content Coming to Millions of Amazon Customers

SAN MATEO, Calif., Dec. 7, 2015 /PRNewswire/ -- [GoPro, Inc.](#) (NASDAQ:GPRO), enabler of some of today's most engaging content, today announced it is launching the GoPro Channel on [Amazon Fire TV and Fire TV Stick](#). Starting Monday with complete roll out this week, the custom-designed streaming channel will be a one-stop destination that delivers on-demand GoPro videos to millions of Amazon customers. From the action-packed sports content that GoPro is famous for, to inspiring travel, culture, music and wildlife content, viewers can now experience all of that and more on Amazon Fire TV devices. Additionally, user-generated content from the GoPro community [featured in GoPro Awards](#) will be highlighted on The GoPro Channel on Amazon.

The launch of the GoPro Channel on the Amazon Fire TV family of devices includes an exclusive GoPro video. Check it out on Amazon only, until December 14.

"Amazon customers are some of the most engaged users in the world when it comes to the amount of streaming content they consume. Because of this, we are thrilled to bring the GoPro Channel directly to them on Amazon devices," said Adam Dornbusch, Head of Global Business Development and Content Acquisitions at GoPro. "The GoPro experience on Amazon Fire TV will make it simple for users to watch GoPro originally-produced and "best of" user-generated content, and also learn about which capture devices, mounts and accessories were used to shoot the awesome footage. We are thrilled to welcome Amazon to the GoPro family of partners."

Just in time for the holidays, the GoPro Channel app on the Amazon Fire TV family of devices will highlight Featured Playlists, Activities, Search, and Product Discovery and more.

"We're incredibly excited to bring the action-packed videos created by the GoPro community to the Amazon Fire TV family of devices," said Steve Rabuchin, Vice President, Amazon Appstore. "GoPro delivers an experience that our customers truly love, and I know that they're going to be captivated by the inspiring new content available to them with the launch of the GoPro channel this week."

Amazon Fire TV and Fire TV Stick join GoPro's expanding roster of distribution partners including [Roku](#), [Comcast Watchable](#), [Sky](#), [Vessel Entertainment](#), [Xbox](#), [LG](#) and [Virgin America](#).

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](#).

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