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GoPro Channel App Tops One Million Downloads on Xbox Platform

Consumers Spend an Average of Twenty-five Minutes Per Session Watching Exclusive GoPro Content on Xbox One® and Xbox 360

SAN MATEO, Calif., March 17, 2015 /PRNewswire/ -- [GoPro, Inc.](http://www.gopro.com) (NASDAQ:GPRO), enabler of some of today's most engaging content, today announced that The GoPro Channel app has been downloaded over one million times on the Xbox video game and entertainment system from Microsoft. Additionally, users are watching an average of 25 minutes of GoPro videos during each viewing session. The GoPro Channel allows Xbox members worldwide to stream GoPro content on-demand, share favorite videos, and purchase cameras and accessories directly through the console.

"We're amazed at the incredible response the GoPro Channel is getting within the Xbox community," said Zander Lurie, GoPro's SVP of Media. "One million downloads and 25-minute sessions are important milestones, demonstrating that people are viewing the GoPro Channel much the way they watch TV. GoPro's content resonates emotionally and globally."

In addition to Xbox One and Xbox 360 entertainment systems, The GoPro Channel is coming soon to Roku and is currently available on LG Smart TVs, in-flight on Virgin America, and social channels including YouTube, Facebook, Twitter, Instagram, Vimeo, Pinterest and GoPro.com/Channels.

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 self-capture engaging, 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 quality and volume of their shared GoPro content, coupled with their enthusiasm for our brand, virally drives awareness and demand for our products.

What began as an idea to help athletes self-document themselves engaged in their sport has become a widely adopted solution for people to self-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 in doing so the world, in turn, is helping 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](https://www.youtube.com/gopro), [Twitter](https://twitter.com/gopro), [Facebook](https://www.facebook.com/gopro), [Pinterest](https://www.pinterest.com/gopro) or [LinkedIn](https://www.linkedin.com/company/gopro).

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