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GoPro Unveils Its Premium Content Licensing Portal

SAN MATEO, Calif., July 20, 2015 /PRNewswire/ -- GoPro, Inc. (NASDAQ: GPRO), enabler of some of today's most engaging content, today announces the next step in rewarding the GoPro creator community with the launch of a [premium content licensing portal](#) for global advertising brands and agencies to license premiere video and images. The high-end offering is all about inspiring creative professionals to use beautiful imagery, incredible stories, and rich data created by GoPro and GoPro creators. Above all, it's yet another way for GoPro to reward its inspirational creator community.

The portal is unique in that it offers high production value content, all accessible from one source. It also eliminates the pain points creative professionals have when sourcing content by helping them clear copyrights and likeness rights, easy access to creators' content and organized, efficient, time-saving tools to search, download and preview content to license for use in advertising, news and other media and entertainment.

Key features include:

Discovery

- Content Merchandising - showcasing new and popular content
- Search & Filtering - enhanced discovery based on rich meta-data
- Video Previews - at-a-glance video previews

Download

- Lightbox - video preview sharing tool for creative team members
- Downloads ability to download low and high resolution file formats with batch download functionality
- Watermarking - visual watermarks ensure that the use of pre-licensed content is secure

License Request Workflow

- Licensing - content licensing request workflow
- Access Control - only approved agencies will be permitted to access and license content
- Reporting - license request tracking and status reporting

If you are a creative professional and would like to request access, please visit [the site](#) to register.

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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