



NEWS RELEASE

# GoPro Subscribers Contribute Over 300,000 Hours of Video Content for AI Data Licensing

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GoPro Opens Up AI Training Program to More Subscribers to Meet the Growing Demand for Video in AI Model Training

SAN MATEO, Calif., Dec. 11, 2025 /PRNewswire/ -- **GoPro**, Inc. (NASDAQ: GPRO) today announced that GoPro subscribers have contributed more than 300,000 hours of video content to its AI Training program — more than doubled since Q3 the amount of content available for license to partners developing AI models. This 300,000 hour milestone reflects strong subscriber engagement given the relatively small number of subscribers invited to participate in the program's initial rollout.

In light of the program's early success with subscriber participation, GoPro is expanding its AI Training program to a larger pool of GoPro subscribers in anticipation of 3rd-party AI training licensing deals currently in negotiation. As of its last earnings call, GoPro had more than 2.42 million subscribers with more than 13 million hours of highly diversified content stored in the GoPro cloud.

"We believe this program represents a meaningful opportunity for our subscribers and for GoPro, and we're encouraged with the engagement we've seen since launching the program," said Nicholas Woodman, GoPro's founder and CEO. "Reaching 300,000 hours is a solid milestone, and we're excited to open participation up to more subscribers while we advance our 3rd-party licensing negotiations."

GoPro launched the AI Training program in August 2025 with an invitation-only rollout to a few thousand U.S. subscribers. The program enables subscribers to opt in and monetize their GoPro cloud-based video content by licensing it to help train third-party AI models. Subscribers earn 50% of the license revenue GoPro expects to generate on their behalf.

For partnership inquiries, contact GoPro's business development team at [partnerships@gopro.com](mailto:partnerships@gopro.com). Learn more about the AI Training program [here](#).

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

GoPro helps the world capture and share itself in immersive and exciting ways.

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## Note on Forward-looking Statements

This press release may contain projections or other forward-looking statements within the meaning Section 27A of the Private Securities Litigation Reform Act. Words such as "anticipate," "believe," "estimate," "expect," "intend," "should," "will," "plan" and variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Forward-looking statements in this press release may include, but are not limited to, statements related to the Company's expansion of its AI Training program, subscriber participation and engagement rates, revenue opportunities from data licensing for subscribers and the Company, ongoing conversations with potential data licensees, and program rollout to additional subscribers. These forward-looking statements are based on the Company's current expectations and inherently involve significant risks and uncertainties. The Company's actual results and the timing of events could differ materially from those anticipated in such forward-looking statements as a result of these risks and uncertainties, which include, without limitation, risks related to regulatory developments affecting AI training data and content licensing, privacy and data protection concerns, market adoption of AI training programs, competition in the AI training data market, technical challenges in content licensing and distribution, and subscriber participation rates. A further description of the risks and uncertainties relating to the business of the Company is contained in the Company's Annual Report on Form 10-K for the year ended December 31, 2024, filed with the Securities and Exchange Commission (the "SEC") on March 17, 2025, and as updated in filings with the SEC including the Quarterly Report on Form 10-Q for the quarter ended September 30, 2025. These forward-looking statements speak only as of the date

hereof or as of the date otherwise stated herein. The Company undertakes no duty or obligation to update any forward-looking statements contained herein as a result of new information, future events or changes in its expectations.

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