

Paris, November 7th 2019.

LAUNCH OF THE EXPLORERS GLOBAL INVENTORY IN 170 COUNTRIES

A year ahead of the 15th meeting of the COP15 which will take place in October 2020 in Kunming, China, THE EXPLORERS will officially launch on Thursday, November 7th 2019 at the Café de l'Homme in Paris.

THE EXPLORERS is a French initiative with global ambitions that brings a new approach to educating and raising awareness of our planet.

Understand better to protect better

THE EXPLORERS is the very first collaborative global media platform present in 170 countries and available in 17 languages.

THE EXPLORERS is compiling an inventory of the Earth's heritage in 17 languages using photos and ultra-high definition video (4K and 8K) with the aim of raising awareness of the planet's wealth and beauty as well as its fragility.



Content for THE EXPLORERS committed global media is generated through two main sources:

“We are all Explorers.”

Each Explorer is part of a growing community and can access this inventory on THE EXPLORERS application (now available in multiple formats: TV, mobile phone, tablet, computer) and can also contribute their own pictures, videos or even drawings. Access is free and there is no advertising.

THE EXPLORERS has also created THE EXPLORERS ACADEMY

THE EXPLORERS ACADEMY is a worldwide photo and video competition dedicated to the planet that will be launched on November 7th, 2019.

Each quarter the three explorers who have received the most votes on the Explorers application will join THE EXPLORERS film crew on location for a period of five days.

Using a smartphone and a tablet equipped with editing software that will be provided, they will make three short films of 2 to 3 minutes each. The Explorers community members will vote for the best contribution of the quarter. The Explorer of the year will win €10,000.

THE EXPLORERS+

THE EXPLORERS films are available in 8KHDR and 4KHDR via subscription. THE EXPLORERS+ is an introductory offer available for a fee of €2.99 per month

As the expeditions take place, this offer allows subscribers to discover the documentary films that highlight the undisputed beauty of the Earth and show the lives of the local people.

This content is wholly owned and will be branded as THE EXPLORERS+ in 170 countries.

The Explorers travel¹ the world with high-end production technology to capture the world in ultra-high definition 4K and 8K formats. As of today, nine expeditions have already been completed and 16 films will be available for streaming in 170 countries. Each day, subscribers to THE EXPLORERS+ will receive a one-minute World News video.

From January 2020, this new and engaging offer will be supplemented by original content as new expeditions take place each month.

THE EXPLORERS is creating the world's first contributive video subscription.

¹ In order to compile this inventory of the Earth's heritage, we are well aware of our carbon footprint. This is calculated precisely and each expedition is offset financially.

The Explorers is strongly committed to saving the planet through:

THE EXPLORERS Foundation

10% of THE EXPLORERS income is systematically donated to THE EXPLORERS FOUNDATION to support biodiversity or conservation programs.

Seven specific preservation programs (lemurs in Madagascar, turtles in Polynesia, red macaws in Honduras, radiated tortoises in Madagascar, crocodiles in Jamaica and humpback whales in Polynesia) are already supported by THE EXPLORERS FOUNDATION.

Subscribers to THE EXPLORERS+ will be able to choose the projects that they wish to support and will receive monthly updates on the actions undertaken.

THE EXPLORERS committed global media

The Explorers application is available in 17 languages on all devices: Computers, smartphones and tablets (iOS, Android), smart TV (Tizen, tvOS, AndroidTV)

THE EXPLORERS is supported by world-renowned partners:

KERING, principal partner

Through its support for The Explorers, Kering aims to play its part in raising awareness worldwide about the need to safeguard biodiversity. A global Luxury group and a sustainability pioneer in its sector, Kering recently made a commitment to become carbon neutral within its own operations and across the entire supply chain.

THE EXPLORERS partners with leading tech companies

From December 1st, 2019, THE EXPLORERS and **SAMSUNG** will offer a three-month subscription to THE EXPLORERS+ for any purchase of a QLED 8K television screen giving consumers the chance to benefit from an exclusive offer to stream native 8K content.

THE EXPLORERS is in partnership with **Huawei** to compile an inventory of China in 8K ultra-high definition footage. Sichuan Province is the first to have joined this partnership.

THE EXPLORERS is one of 12 projects selected by **Microsoft** to develop Artificial Intelligence on the Explorers application.

THE EXPLORERS team:

Founded by Olivier Chiabodo and Jean-Pierre Morel, The EXPLORERS, led by Olivier Chiabodo, Jean-Hugues Noël and Jean-Marc Denoual have a unique 4K and 8K production expertise. The team comprises scientists, filmmakers, cameramen, reporters, photographers, artists, designers, pilots, technicians, editors, musicians, programmers and community managers who are united by their desire to preserve the natural, cultural and human heritage of our planet.

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