

New York City, December 2nd 2019.

Apple TV App of the Year: The Explorers

This groundbreaking app was designed to support the community of explorers, scientists and artists working toward a common goal: To create a comprehensive visual inventory of the natural world through photo and video.

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



KNOW 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.

“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 launched since 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 is 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 21 films are available for streaming in 170 countries. Each day, subscribers to THE EXPLORERS+ are receiving 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.

Six 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+ are able to choose the projects that they wish to support and are receiving monthly updates on the actions undertaken.

THE EXPLORERS committed global media

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

KERING, principal partner of THE EXPLORERS

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 team:

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

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Free Pictures and Press Release available at: <https://theexplorers.com/press>