

Rockpack Launches to Transform Online Video

New free platform rejuvenates video, curation, discovery and personal expression

LONDON – June 26, 2013 – Available today for the iPad and iPhone, Rockpack (www.rockpack.com), a video curation platform launches to make it easy to create, share and subscribe to personalized video channels from across the web. Rockpack allows people to curate videos they love, as well as follow friends and influencers to discover new videos.

“We have moved beyond the Social Economy into the Curators Economy” said Sofia Fenichell, CEO of Rockpack. “The barriers to content creation are currently so low that there has been an explosion of low-value content. Rockpack makes it simple for everyone to curate and create their own video channels and easily discover premium content. Recommendations are more powerful and relevant when they come from real people.”

Rockpack also announces today its advisory board. Members include Stephen Fry, Jamie Byng publisher and managing director of Canongate Books, Sean Knapp co-founder and chief product officer of Ooyala, Elizabeth Sheinkman and Sol Parker of William Morris Endeavor, Justin Cooke chief marketing officer of Topshop, Matt Heiman founder of Diagonal View, Philip DeBevoise co-founder of Machinima and Zach Leonard, digital managing director at The Independent Group.

“So much video content,” said Stephen Fry. “But that's like a library with no catalogue, no subject sections, no enthusiastic librarian. The joy and pleasure of Rockpack is being able to easily curate one's own channel packing it with one's own passions, influences and guilty secrets, and to happen upon those of others. To make connections with people and ideas that otherwise you wouldn't be able to. It rocks.”

How it Works

Rockpack's elegant design and highly visual layout makes browsing and creating channels with videos from around the web simple and beautiful.

Rockpack features thousands of channels organized by category and subcategory, from sports to politics and from food to music. People can browse channels by category and subscribe to channels created by friends, experts, influencers or celebrities. As soon as a video is added to a channel subscribed to, it will appear in the personal feed, keeping people updated with new videos of interest to them.

When people see a video they like, just one tap adds it to a channel that can be personalized with a unique cover photo. People can also share channels or videos to Rockpack friends via Facebook and Twitter.

Content Providers

Rockpack also offers brands a customizable environment for their content, allowing them to

manage their channels and use Rockpack as a premium-branded video platform for their content. Rockpack is working with a range of content providers including Disney, Topshop, Warner Bros., IMG, Jamie Oliver, Stylehaul, Goal, ASOS, National Geographic Channels, Diagonal View, Universal Music, and KSI (Olajide Olatunji).

“I think Rockpack is one of the most beautiful digital experiences I've ever used, the interface is exceptional and I can't think of a product in the market that makes keeping, sharing and accessing your favourite videos more effortless,” says Justin Cooke, chief marketing officer for Topshop.

Beginning today, anyone visiting Apple's App Store can download Rockpack, which is free of charge, and begin creating video channels. It will be available on additional platforms within the next year.

About Rockpack

Rockpack is a video curation application. Founded in 2012 and based in London, it is backed by Qualcomm Ventures and a number of angel investors including Richard Burston, a technology entrepreneur and currently Vice Chairman of Kore Telematics, and the former CEO of Apple EMEA, Pascal Cagni. For more information visit www.rockpack.com.