

An aerial photograph of a beach with two surfers lying on their surfboards in the turquoise water. The GoPro logo is in the top left corner, and the title text is in the bottom right corner.

GoPro



Responsible Use of Drones: Challenges for Privacy, Education and Soft Law

Trish Fritz, Director, Global Public Policy

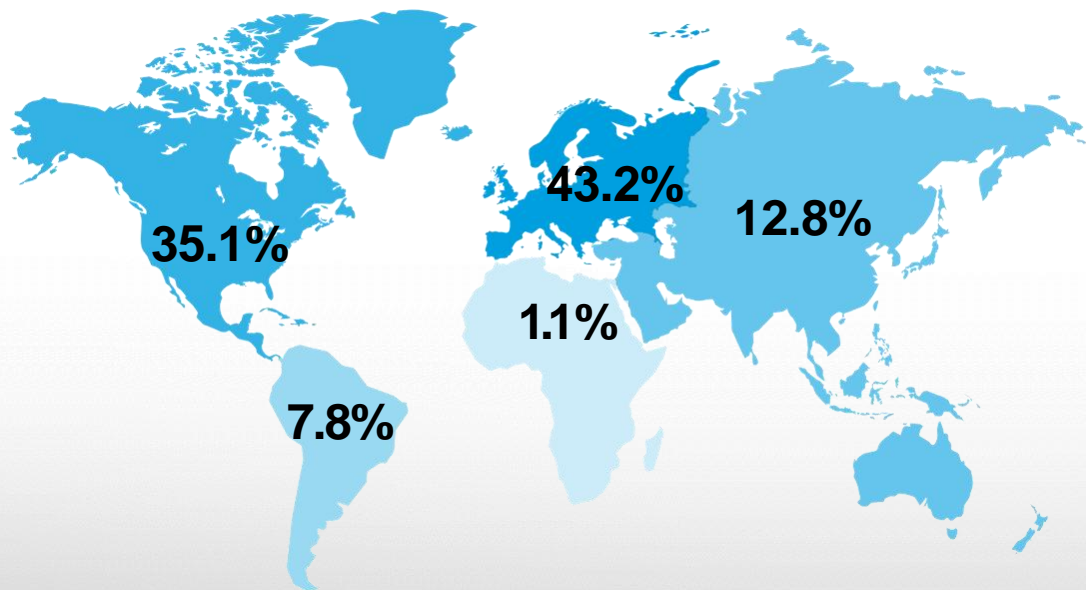
GoPro Locations



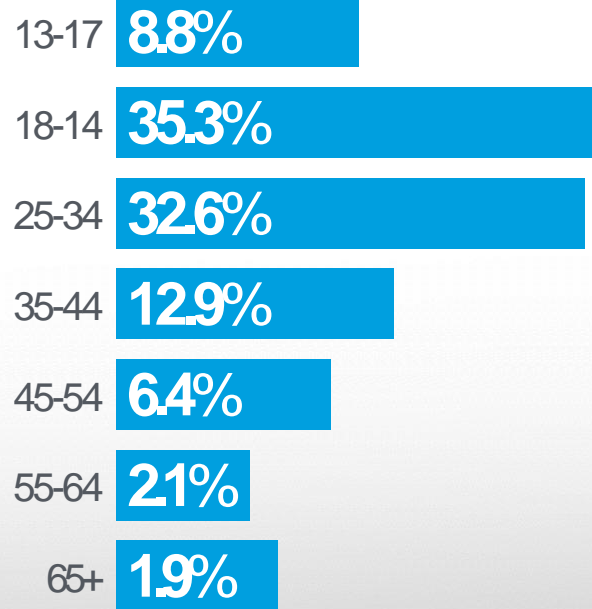
THE GOPRO COMMUNITY

IS A GLOBAL ONE

GEO



AGE



*Percentages based on YouTube viewership.

AUDIENCE

1.76B+



minutes watched on YouTube
559M in 2015 YTD

9.6M+



fans on
Facebook

9.0 M+



followers on
Instagram

1.5M+



followers on
Twitter

1.7M+



downloads of The
GoPro Channel
App on Xbox Live



Expanding content
across social platforms
around the globe





September 19, 2016

KARMA

More than a drone.





October 23, 2016



November 8, 2016



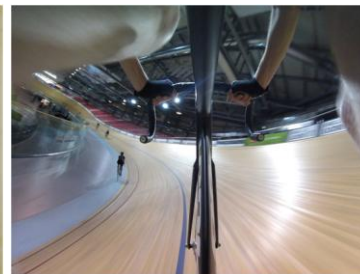
Next Steps



01

Registration

Creating accountability and responsibility.



02

Know Before You Fly

Clear and concise rules of
operation



03

Performance Limitations

Transparent decision making

- Altitude restrictions
- Geo-fencing
- e-Identification
- Age limitation



Discussion

Trish Fritz
Director, Global Public Policy
tfritz@GoPro.com