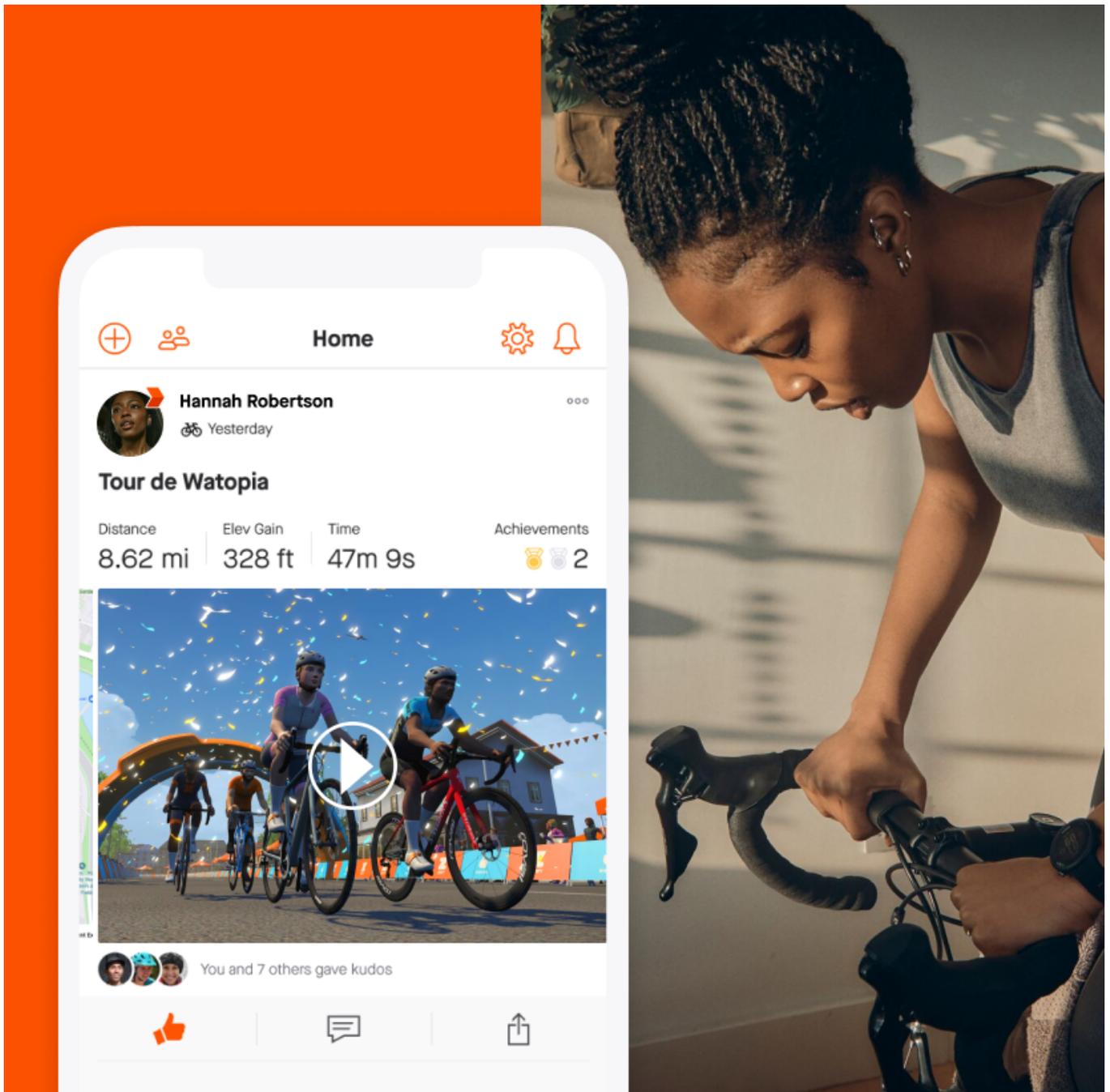




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# ZWIFT IS FIRST-EVER PARTNER TO LEVERAGE STRAVA'S VIDEO FEATURES WITH NEW INTEGRATION



## **Zwift and Strava Partnership Gives Zwifters A New Way To Share More of Their Zwift Activities**

**Long Beach, California, February 9, 2023** – Zwift, the global online fitness platform for cyclists, triathletes, and runners, is excited to announce a first-of-its-kind video integration with Strava, the leading subscription platform at the center of connected fitness. Starting today, Zwifters can attach 15-second video clips to their virtual Zwift activities uploaded to Strava.

Zwift is the first Strava partner to take advantage of the video API since Strava launched video functionality for its community of over 100 million athletes globally in June of 2022.

This integration gives Zwifters an opportunity to elevate their experience on Strava by allowing an easy way to share videos of favorite moments from their rides, runs, or races; whether it is a favorite spot in Zwift's virtual worlds or a decisive moment in a race.

To capture a video, Zwifters will click an icon on the action bar on their desktop interface, or on Zwift Companion App, to record the previous 15 seconds – no more guessing when something exciting is about to happen, or trying to start recording before launching a spring! Zwifters can capture multiple videos in a ride.

To ensure every exciting moment is captured, video will also automatically record when notable moments in the Zwift game occur such as winning a segment jersey or hitting a weekly fitness goal. After ending their ride, Zwifters will then select which video to upload to Strava. All videos, whether uploaded to Strava or not, will also be downloaded to the Zwifter's device and users can delete unwanted images.

This feature is available today on iOS and MacOS devices, followed shortly by TVOS, Android, and other devices.

– *ENDS* –

## **ABOUT ZWIFT**

Zwift is the fitness company born from gaming. We're dedicated fitness enthusiasts, experienced video game developers, and disruptive thinkers. Play is in our DNA and we know fun fuels results.

Zwift utilizes massively multiplayer online gaming technology to create rich, immersive worlds ripe for exploration. Join thousands of cyclists and runners in immersive playgrounds like London, New York, and Paris as well as our very own Watopia.

Zwift connects wirelessly to exercise equipment: bike trainers, treadmills, and more, so your real world effort powers your avatar in the game.

From friendly races to social rides and structured training programs, Zwift unites a diverse community in pursuit of a more fun, immersive and social fitness experience.

## **About Strava**

Strava is the leading subscription platform at the center of connected fitness, with more than 100 million active people in 195 countries. The platform offers a holistic view of your active lifestyle, no matter where you live, which sport you love and/or what device you use. Everyone belongs on Strava when they are pursuing an active life. Join the community, find motivation and discover new experiences with a [Strava subscription](#).

Our favorite stats:

More than 8 billion activities shared on Strava

Active individuals in every country on Earth

40 million activities uploaded per week

Over 30 million Segments

Over 3,000 professional athletes on Strava

Almost 10 billion Kudos given last year

Over 10 million photos and videos shared per week

Over 2,000 partner organizations making their communities better with [Strava Metro](#)

400+ employees around the world, with seven offices across the globe:

San Francisco, CA (headquarters)

Berlin, Germany

Bristol, UK

Chamonix, France

Denver, CO

Dublin, Ireland

Vilnius, Lithuania

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#### ABOUT ZWIFT

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