

PRESS RELEASE

PARIS, MARCH 2nd, 2022



NARATIVE, THE NEW APP FOR VIDEO DESIGNERS ALL AROUND THE WORLD, LAUNCHES TODAY ON THE GOOGLE PLAY STORE.

Accessible from 150 countries on iOS devices since November 2021, **Narative is now available and free to download on the Google Play Store.**

Narative is a mobile application that allows users to create, perform, record and share illustrated and personalized Live broadcasts on any digital network.

Well-known in the world of streamers, especially with the success of Twitch, the Live format is now spreading to all platforms.

Live is now well identified as the format for exclusivity, unedited content and community engagement on all digital platforms.

Although the appeal of Live and its consumption on digital networks has been growing strongly for several months, the production of Live remains complex and very expensive for creators. The hour of broadcasting a personalized and illustrated Live can quickly cost from several hundred to several thousand dollars.

This makes the equation difficult to solve for many creators who have no lack of passion, ideas or talent.

The result: productions are less than average quality because the storytellers lack the right tools that are accessible and easy to use. Even more serious many of them are discouraged by the technical complexity.

For Jean-Marc Denoual (Co-founder of Molotov and Founder of Narative):

"Major changes in content distribution, enabling new business models in the Creator Economy. The aspirations of the younger generations point to an explosion in the number of video content creators... Just think, 30% of American kids between the ages of 8 and 12 dream of becoming ... video creators.

The market conditions are ideal to create an agile new entrant to help existing and new creators around the world easily produce, edit, personalize and share their live video.

Technologically complex and editorially demanding, we strongly believe in the unique value and power of the Live format especially on digital networks.

We are really very happy with this launch in the Android environment which should allow all Android smart phone owners to satisfy their creative passion without technological barriers. "

Narative is free on Android and the paid option will be implemented in the coming weeks.

Narative allows you to invite any phone/video contributor to join the video narration from their smartphone, tablet or desktop.

Whether you want to share a Live cooking, beauty, In Reel Life, DIY, Wellness or Gaming ... Narative adapts to your desires and narrations.

Each creator can freely :

- Use inspiration models to create their Live according to their desires, passions and the expectations of their community.
- Edit and illustrate his Live with texts, illustrations, images, videos, sounds, skins
- Import your own images and videos to bring your story to life.
- Create your own personalized scenes.
- Mix in Live up to 5 Live cameras coming from any phone, tablet or computer wherever they are.
- Broadcast / Record 1 hour of Live on the digital network of your choice (Twitch, Youtube, Facebook, TikTok ...).

Contact : contact@narative.io

**The easiest way to bring
your most extraordinary ideas to live !**

