



New live-streaming platform MyEye launches with David Beckham as a founding investor and ambassador

- *Allows users to stream video live from their mobile device, with clips expiring after 72 hrs*
- *Created by successful British video games developers Mark Betteridge & Lee Musgrave and partner Paul Kavanagh*
- *Free to download for iOS or Android*

London, Wed 22 July 2015: Paul Kavanagh, Mark Betteridge and Lee Musgrave, along with David Beckham, today announced the launch of **MyEye**, a new live-streaming video platform that allows people to capture unscripted, memorable moments and share the highlights of their life with followers around the world.

Built with an intuitive videogame philosophy, MyEye allows users to build and share a world of stories, react to clips and engage with their friends live, while innovative discovery functionality means they can travel the globe within MyEye in search of great clips. Developed in the UK for both iOS and Android platforms, MyEye brings unique functionality to a global audience, allowing users to create live content. Clips are then kept for 72 hours, allowing followers to enjoy them later should they miss the live stream.

MyEye is platform neutral and not tethered to any other social network. Members of the MyEye community are, therefore, easily able to promote their content across other platforms. MyEye's personalisation features also allow users to choose who can receive their broadcasts, and from whom to receive broadcast notifications.

Global icon David Beckham has joined MyEye as an investor and will act as an ambassador for the platform. Along with his digital team, Beckham has been engaged with the development of MyEye since founders, Paul Kavanagh, Mark Betteridge and Lee Musgrave, first developed the concept in early 2014. Beckham will share content from his projects and life on MyEye, giving his followers the unique opportunity to engage with him live.

Mark Betteridge, Director of MyEye said, "We are delighted to be launching MyEye, which brings some exciting new features and unique functionality to the live-stream video market. MyEye has a world class UI that has been designed to be fun, exciting and intuitive to use. David Beckham has a real understanding of both the positive impact and great potential of social media and it has been terrific to have his perspective as we developed MyEye. We can't wait for our community to start sharing their stories with people from all over the world."

David Beckham commented, "I'm always looking to back and support British businesses that have the ability and vision to do something truly transformational on the global stage, and I believe that MyEye has the potential to change the way people interact through social media. I have been cautious about the partners I work with in the digital world and I've been very impressed with Paul, Mark and Lee. They have a great track record of building successful businesses and I'm excited to collaborate with them going forward."



Paul Kavanagh came up with the idea for a live-streaming platform when he wanted to share video clips of a New Year's fireworks display, as it happened, with family around the world. He discussed the idea with long-time friends Mark Betteridge and Lee Musgrave, who were previously Head of Studio and Head of Art for Rare Ltd., the highly successful games developer behind some \$5.5bn of sales of games including GoldenEye 007, and MyEye was born.

MyEye is for anyone who wants to share key moments with friends and family. Whether travelling the world, families sharing news and stories across geographical divides, or friends sharing daily experiences, MyEye puts control in the hands of the user and opens up a world of live content. The most popular clips are recognised each day and users can find the best material using MyEye's proprietary Globe search functionality.

MyEye is also for influencers and celebrities who want to give their fans a peek into their lifestyle or creative process. MyEye will give sportspeople, pop stars and entertainment personalities, who have embraced social media, a deeper level of engagement and intimacy with their fans – giving them control over their news announcements or behind the scenes content, allowing them to share clips, build new audiences and to create dedicated channels for their fans.

MyEye is a free download, available now in the Apple App Store or from Google Play.

-ENDS-

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Notes To Editors

MyEye:

Is not reliant on any other social networks. Therefore you do not need to have a Twitter account to be able to enjoy the app. However, MyEye allows one-button sharing of clips to Twitter, Facebook, and Instagram.



Allows you to manage your notifications. You can follow as many people as you want and individually select the key people you want notifications from. This helps users prioritise, avoid spam and never miss a clip from friends

Helps you avoid big data charges. MyEye has uniquely engineered a compression and streaming solution that uses significantly less data and bandwidth than other streaming platforms, meaning great quality clips without costing you as much data.

Is fun to use. MyEye has a unique Globe feature that creates a fun way to find and filter content. Discoverability functions are simple and intuitive

Will curate compelling content. The aim is to support and promote content that people want to watch. We will always look for great creators and encourage that their clips are seen by as many users as possible around the world

Allows community reporting for questionable content. Users will determine what is acceptable and what is not by an in-clip flagging function.

The Founders

Mark Betteridge and Lee Musgrave were formerly Head of Studio and Head of Art, respectively, for Rare Ltd., which during the 90s grew to become Europe's pre-eminent video games developer. Rare was responsible for many hugely popular titles including Donkey Kong Country, Killer Instinct and GoldenEye 007 and was instrumental in Nintendo's success in the US becoming the first-ever Western business in which Nintendo invested. In 2002 Microsoft purchased Rare for \$375m and the pair remained with the firm for almost a decade before leaving to return to entrepreneurial software development.

Paul Kavanagh is co-founder of Patronus Partners Ltd, a stock broking and innovative asset management company, which he founded in January 2015 with two long-term colleagues. Prior to this, he spent over 20 years in the financial services industry and is a well-known commentator on financial markets for all of the main news channels, including the BBC, CNBC and Sky News. He is particularly focused on the technology sector and the impact disruptive business models are having on industries and the economy. For further information, visit www.patronuspartners.com

David Beckham

With over 77 million social media followers worldwide, David Beckham attracted 4+ million followers in the first 48 hours and 6 million in the first week when he joined Instagram in May 2015, later confirmed as a Guinness World Record.