

20 November 2024

**Blackbird plc  
(the "Company")**

**elevate.io soars to 40,000 users**

Ian McDonough, CEO of Blackbird plc (AIM:BIRD), the technology licensor, developer and seller of market-leading cloud native video editing platform, Blackbird, and developer of the online collaborative video editing and content creation platform, elevate.io, gives a product and user update (via video) on elevate.io:

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In the video update Ian McDonough highlights elevate.io's:

- rapid user uptake with over 40,000 users in 120 countries
  - users grew from 800 to 40,000 between 1 September and 19 November 2024
- huge market opportunity with hundreds of millions of content creators
- the features and functionality of elevate.io fill a clear and large gap in the content creator market
- simple, powerful and collaborative nature
- patented technology provides defensible competitive advantages
- features and functionality that are constantly being improved
- goal to be a daily driver for video storytellers around the world
- payment gateway being on track for delivery in Q1 2025

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**About Blackbird plc**

Blackbird plc operates in the fast-growing SaaS, Media and Entertainment and content creation markets. Blackbird plc's patented technology allows for frame accurate navigation, playback, viewing and editing in the cloud and it has two products.

Blackbird® a market leading suite of cloud-native computing applications, is used by rights holders, broadcasters, sports and news video specialists, live events and content owners, post production houses, other mass market digital video channels and corporations.

elevate.io is the company's new online collaborative content creation platform currently in general release. [elevate.io](https://elevate.io) is built using Blackbird's core technology and is aimed at professional teams and the fast growing Creator Economy.

Blackbird plc also licences its core video technology, under its 'Powered by Blackbird' licensing model, enabling video companies to accelerate their path to true cloud business models.

[www.blackbird.video](https://www.blackbird.video) [www.linkedin.com/company/blackbird-cloud](https://www.linkedin.com/company/blackbird-cloud) [www.twitter.com/blackbirdcloud](https://www.twitter.com/blackbirdcloud)  
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[www.elevate.io](https://www.elevate.io)

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