



NEWS

IMMEDIATE RELEASE

River Monsters Fish On! App launch new features and functionality and an in-app subscription platform - 'River Monsters Extra' - available 17th August 2015

(Bristol 4TH Aug 2015) 'River Monsters Fish On!' – the essential digital logbook for River Monsters fans and anglers of all ages now features exclusive River Monsters video content and classic clips from the hit TV show River Monsters for the first time as well as all new features and functionality.

To trial the app please contact Jack Miller on jack.miller@iconfilms.co.uk

The latest version of River Monsters Fish On!, available on iOS and Android, now features:

- Home page re-design with improved navigation
- Comment feature – comment on fellow users catches
- Follow feature – follow a user or geographical area and receive notifications when new catches are logged

Plus, new 'River Monsters Extra' subscription (£2.99 per annum) gives access to additional features and original content:

- Weekly River Monsters video content including exclusive 'Kit On' webisodes featuring Jeremy Wade plus classic River Monsters clips
- Enhanced follow feature – follow up to 50 users and locations to stay up to date with fellow anglers and your essential fishing spots

And coming soon to 'Extra' subscribers:

- Tide and Biometric pressure forecasting – check ahead for the forecast of your fishing trip
- More exclusive River Monsters content

'River Monsters Fish On!' Is a partnership between Go-fish and Icon Films Ltd, producers of the global hit TV series *'River Monsters'* and is available for iOS and Android users.

'River Monsters' is Animal Planet US's most successful ever show. Currently in its eighth season it will return in 2016 with a season devoted entirely to beasts that lurk in the depths of the sea. Jeremy Wade, freshwater detective, biologist and extreme angler, will venture to places such as Bermuda, Australia and Mexico to uncover which tales of salt water predators are fact and which are fiction.

River Monsters Season 7 and *River Monsters Prehistoric Terror* have been picked up by ITV and will air early 2016.

River Monsters YouTube Channel launched in April 2015 and is managed by Little Dot Studios. Andy Taylor, CEO and Co Founder said *'River Monsters has seen an extraordinary launch on YouTube with over 4.5 mill views to the channel in the three months since launch. The channel has also amassed 10,000 subscribers. It's very rare for a YouTube channel to grow so quickly on launch and it shows viewers appetite for River Monsters wherever they are, whatever device they're holding'*

Technical specifications:

Platform availability: iOS7 and above (iPhone and iPad) & Android worldwide excluding the US.

Android Download Link

<https://play.google.com/store/apps/details?id=com.rivermonstersplus.app&hl=en>

iOS download Link:

<https://itunes.apple.com/gb/app/fishing/id428834749?mt=8>

For more information on the app and more please visit the *'River Monsters'* website at www.rivermonsters.tv/app

- ENDS -

For further information please contact Jack Miller on
jack.miller@iconfilms.co.uk

Notes to Editors

Icon Films

Icon Films has a reputation for originality, excellence and entertainment across the breadth of factual genres including science, history, exploration and natural history, having produced over 300 hours of factual programming over 25 years for UK and international broadcasters.

Headquartered in Bristol, the UK's capital of natural history TV production, Icon Films creates award-winning programming for broadcasters including the BBC, Channel 4, Five, ITV, National Geographic, Discovery Networks, Arte and PBS. The company is listed in Realscreen's Global 100 top independent production companies as voted for by broadcasters, producers and distributors in the global non-fiction content industry.

River Monsters, Icon Films' hit series for Animal Planet US is the best performing series in the network's history. Now in its eighth series it is presented by angling explorer Jeremy Wade.

Other recent Icon Films productions include **Ben Franklin's Bones** (1 x 60 WNET), **Betty White's Smartest Animals In America** (2 x 30 GAC), **Africa's Fishing Leopards** (1 x 60 BBC, Nat Geo WILD US), **Spawn of Jaws 2 The Birth** (1 x 60 Discovery Channel), **Survive The Tribe** (6 x 60 National Geographic Channels), **Africa's Giant Killers** (1 x 60 BBC, Animal Planet), **Animals Through the Night – Sleepover at the Zoo** (1 x 90 BBC4), **Bigfoot Files** (3 x 60 Channel 4 / National Geographic US), **Hustling America** (3 x 60 Channel 5), and **Bones of the Buddha** (1 x 60 National Geographic / WNET / ARTE)

Icon Films' senior management team includes Creative Director Harry Marshall, Managing Director Laura Marshall, Director of Production Andie Clare, Commercial Director Lucy Middelboe and Executive Producer Stephen McQuillan and Finance Director Jonathan Jackson www.iconfilms.co.uk

Go-Fish

Jeremy Willis, applications support specialist, founded Go-Fish as a website for the UK audience in 1998 out of the need to find new fishing locations after moving from Somerset to Bedfordshire and having been an ardent angler for 40 years.

In 2005 Jeremy partnered with software programmer David Wood, and in 2010 they launched Go-Fish as a worldwide user generated app.

To date Go-Fish has over 320K downloads with over 70,000 logged catches.

Jeremy and David have both worked with application and development for over 23 years including major software projects for The Independent, Metro, Daily Mail, Evening Standard (London) and La Repubblica (Rome).