



PRESS RELEASE - FOR IMMEDIATE RELEASE

Pixelfed & Loops: Authentic Sharing, Reimagined

The Pixelfed builds ethical social networks to challenge major social media players.

Sharing platforms that put people first. No ads, no algorithms, no tracking – just pure photography and authentic connections, powered by the Fediverse (ActivityPub Protocol).

(CANADA - January 17th 2024) - Daniel Supernault (Dansup) wants to bring the Fediverse mainstream and take on the biggest players in social media. Canadian based developer Dansup is thrilled to announce the launch of the Pixelfed **Kickstarter**. We aim to be the first Fediverse network *with a billion people*.

To celebrate the release of the Pixelfed Mobile app 1.0 going live on the [Apple App Store](#) & [Google Play Store](#), we're proud to be launching our first Kickstarter campaign on **Wednesday January 22nd 2025 (8:00AM GMT-5)** for 45 days. All funds raised will go toward continued development and support of the core Pixelfed applications and the ActivityPub ecosystem at large.

<https://www.kickstarter.com/projects/pixelfed/pixelfed-foundation-2024-real-ethical-social-networks?ref=aep3jw>

The target for the Kickstarter is the minimum needed for the project to continue in 2025, but we're ambitious in our goals, and hope the fundraising will allow the Pixelfed to grow beyond the basic milestones and take on the big players.

Motivation: Pixelfed official launch has been a success beyond expectations

Pixelfed has found itself generating a lot of interest and recently been climbing the iOS App store rankings higher than Bluesky/Facebook/Telegram.... After Meta started blocking any links to Pixelfed, we started getting additional buzz on tiktok and other platforms around the launch which has only motivated us more. (Thanks Zuck).

This massive influx of new users will not be sustainable without additional support and funding, as the team will need to develop dedicated services, resources and relationships for storage/CDNs/compute to be able to handle and maintain a high level of service for the over 200k accounts registered *as of writing* on the flagship instance pixelfed.social

We're proud of this success and we will do our best to mature with our audience as we grow!

Social Networking

[iPhone](#) [iPad](#)

App Categories ▾

Game Categories ▾

Top Free Apps



1 小红书
Xingjin



2 Clapper: Video, Live, Chat
CLAPPER MEDIA GRO...



3 Threads
Instagram, Inc.



4 Flip: Watch, Create, Shop
Humans Inc.



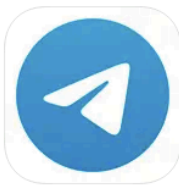
5 WhatsApp Messenger
WhatsApp Inc.



6 Pixelfed
Daniel Supernault



7 Facebook
Meta Platforms, Inc.



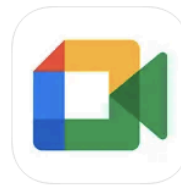
8 Telegram Messenger
Telegram FZ-LLC



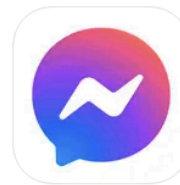
9 Bluesky Social
Bluesky PBLLC



10 Discord - Talk, Play, Hang Out
Discord, Inc.



11 Google Meet
Google



12 Messenger
Meta Platforms, Inc.

Quotes

"The Pixelfed project builds open source and ethical social networks for the masses. We aim to be the first Fediverse app with a billion people by taking on the world's biggest players using open source standards. Designed and built for a better society, to bring us closer together. More

Privacy, More Safety. More Variety. Building alternatives to the biggest apps in the world." - Daniel Supernault (Dansup)

"The primary goals of this Kickstarter are to allow Daniel to dedicate his time to the future of Pixelfed, Loops, and the Fediverse as a whole, with stretch goals to register as a not-for-profit and grow the team beyond volunteers, offering stability to the ecosystem. We aim to empower the developer community to finally see federated E2E encryption and more" - Ashley Hull (Shlee)

"The team is aiming to secure funding to resolve some of the major issues facing the Fediverse. Focusing on the privacy, safety, moderation, cost and growth problems which have faced other fediverse services in a collaborative way. We're working to offer shared services to enhance the Pixelfed/Loops ecosystem, and the fediverse as a whole." - Ashley Hull (Shlee)

We currently have *four* projects to showcase:



- **Pixelfed** is our flagship & challenger for Instagram, and other photo based platforms.
- **Loops** is a challenger for Tiktok, and other video based platforms.
- **Sup** is a challenger for WhatsApp/Snapchat, and other instant message platforms.
- **Pubkit** is the essential ActivityPub toolset for developers building new online experiences in the fediverse.

Pixelfed/Loops/Sup/Pubkit isn't an ambitious dream or vaporware - they're here today - and we need your support to continue our mission. The success of this kickstarter will allow the primary developer Daniel to focus his attention full time on building the ecosystem, and grow the team to support the future of these projects. Pixelfed is the primary flagship application, but the team are also working to ship Loops to the public in 2025!

The official Pixelfed mobile app is *available today* for iOS and Android devices. Loops and Sup are in alpha testing and will be released to supporters of the kickstarter.

The future of Pixelfed depends on the support of everybody and we're looking forward to a bright future for the Fediverse.

Try our app
You'll love it.

Our official app is now available!
To file a bug report, click [here](#). The app source code is available at github.com/pixelfed/pixelfed-rn.

Pixelfed for iOS
Download on the App Store

Apple and the Apple Logo are trademarks of Apple Inc., registered in the U.S. and other countries.

Pixelfed for Android
GET IT ON Google Play

Google Play and the Google Play logo are trademarks of Google LLC.

Kickstarter Primary Goals

- Accelerate development on Pixelfed (Web, Apple iOS and Android)
- Accelerate development on Loops (Web, Apple iOS and Android)
- Plan development on Sup (Apple iOS and Android)
- Expand the moderation, security, privacy and safety platforms
- Get Pixelfed/Loops/Sup translated into multiple languages

Stretch Goal

- Full time development
- Hire additional developers
- Build a cloud/CDN platform for the Fediverse

We want to bring the world to the Fediverse

“The Future is Federated!” - [Elena Rossini](#)

More Privacy, More Safety. More Variety. Building alternatives to the biggest apps in the world.

As a proud part of the Fediverse/ActivityPub social network, we are also aware of the risks of social networks and have spent the last few years building moderation and safety tools to make the Pixelfed experience a joy for everybody. Our anti-spam system has been highly successful at detecting unwanted posts before ever reaching our social feeds. Our focus on ethics for all people ensures safety by design. We're addressing issues by enabling *safe by default* options, and building safety features such as labelling and filtering which outshine the existing networks.

We're following the [Ethical Web Principles of the W3C](#) for all of our projects as guidelines for building platforms that help people and provide a positive social benefit.

Support us and be part of a future where social networking respects your privacy, values your freedom, and prioritizes your safety. Join the Pixelfed movement today!

Join us in reshaping the future of social networking – your support makes it possible!

For press inquiries and interview requests please contact:

Daniel Supernault

Founder of Pixelfed

Email: daniel@pixelfed.org

Web: <https://dansup.com/>

Ashley (Shlee) Hull

Fundraising and Community Support

Email: team@pixelfed.org

Mastodon: <https://aus.social/@shlee>

About Daniel Supernault

Daniel “dansup” Supernault is the Canadian open-source developer best known for creating PixelFed, a decentralized, photo-sharing platform built on the ActivityPub protocol. As a passionate advocate for user privacy, data sovereignty, and community-driven innovation, dansup has been instrumental in shaping the Fediverse—a vast network of interconnected social platforms designed to put control back in the hands of users. His work not only demonstrates the potential of open standards and decentralization but also serves to inspire those seeking to break away from traditional, centralized platforms. Through relentless dedication and collaborative efforts, Dansup is working for a more inclusive, secure, and user-centric social media landscape.

Screenshots















New Pixelfed Web design including stories.






The screenshot displays the Pixelfed web interface. At the top, there are navigation tabs: **Following**, **Discover**, **Local feed**, and **Global feed**. Below these tabs is a row of ten circular profile pictures of users: mat1fb, mat, hobbyist, parisstroke, berasategi, amanda, arkadiusz, pixyssnaps, and riversidebr. On the left side, there is a vertical navigation menu with icons for home, search, posts, messages, and a plus sign for additional options. The main content area features a post by **Mathieu** (verified), located in **Tokyo, Japan**, posted **3 min** ago. The post includes a large image of a road at night with a glowing green light trail. Below the image is the text: **@matmatidmat@pixelfed.social** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. The post also includes the hashtags **#photograph #art #pixelfed** and interaction icons for replies (1), retweets (1), likes (1), and bookmarks. A link to **See 26 comments** is provided. At the bottom of the post, the user **headofcatdept** is visible, having posted **3 min** ago. A circular navigation button with a double-headed arrow is located in the bottom right corner.



Following Discover Local feed Global feed

+ New post

-  matfb
-  mat
-  hobbyist
-  parisstroke
-  berasategi
-  amanda
-  arkadiusz
-  pixysnaps
-  riversidebr...
-  sussexgeof...
-  sussexgeof...
-  sussexgeof...
-  sussexgeof...
-  sussexgeof...

- 
- 
- 
- 
- 
- 