

Young Hollywood Launches Younger Hollywood

Los Angeles, CA – November 11, 2016 — Young Hollywood, the leading brand for millennials, today announced the launch of its new vertical Younger Hollywood. The vertical is designed to actively engage a younger audience with targeted content designed specifically for the next generation. Younger Hollywood features behind the scenes interviews and set tours from stars to give audiences a whole new perspective on how their favorite TV shows are made, interviews with stars straight from the red carpet at award shows, and in-studio interviews from Young Hollywood’s suite at the Four Seasons in Los Angeles.

“Young Hollywood prides itself on being connected with our audience and understanding what they’re looking for” said RJ Williams, Founder and CEO of Young Hollywood. This brand extension marks our next phase of growth as we plan to maximize the value of our content creation through the rollout of multiple verticals in the coming months”

Being ahead of the curve is nothing new for Young Hollywood, earlier this year they were the first to create a hit show on musical.ly garnering over 1,300,000 views and over 40 million likes on a single live broadcast. Young Hollywood has continued to amass huge live streaming numbers on a consistent basis and genuine engagement with viewers as they interact with Young Hollywood host, Tracy Behr, and celebrities during their livestreams. Recognizing the demand for live content, Young Hollywood will launch “YH Live” on Friday November 11. Hosted by longtime Young Hollywood on air personality Tracy Behr, giving fans a behind the scenes of everything that goes on during Young Hollywood’s live.ly on musical.ly—fan interactions, fan call in, fan questions —If viewers miss the live event it’s a place for them to catch what they missed plus extended footage that hasn’t yet been seen. With “YH Live” viewers get to see what goes on once the level.ly

camera goes off.

Young Hollywood, which started out with celebrity interviews, has seen huge success with its long-form series with “Food Feed” being renewed for a 2nd season and “Backstage Diaries” renewed for a 3rd season. This brings Young Hollywood to over 200 half hour episodes produced in under 18 months —the shows continue to premiere on the Young Hollywood channel on Apple TV. By expanding into long form programming and verticals, CEO RJ Williams is following the success of cable networks such as MTV, and working to create the digital equivalent by keeping Young Hollywood’s flagship brand, at the same time expanding into niche verticals.

Robert Sorkin, formerly director of business development at Gaumont Television was brought on in August as Head of Business Development at Young Hollywood to help oversee the expansion into these new verticals with Younger Hollywood being the first of many that are being planned and will continue to roll out through the rest of the year.

About Young Hollywood

Founded by R.J. Williams in 2007, Young Hollywood is the Leading Celebrity and Lifestyle Network for Millennials. Young Hollywood is available on digital, social, television and mobile in over 160 countries and in over 120 million homes.

In addition to financing, producing and distributing over 500 hours of original programming annually, the company’s activities include owning and operating several leading entertainment digital platforms, a 24/7 OTT Network and licensing the Young Hollywood trademark internationally for a range of consumer products and services.

Young Hollywood owns a library of over 5,000 hours of evergreen content, garnering billions of views to date via its growing distribution network, which includes Apple TV, Hulu, Roku, Fire TV and Xbox.

The company's innovative reputation is also evident in its creation of a first-of-its-kind custom broadcast studio located permanently inside the Four Seasons Hotel Los Angeles at Beverly Hills.

For more information, visit www.yhworldwide.com and follow YH on Twitter, Facebook, Snapchat, [Musical.ly](https://musical.ly) and Instagram @YoungHollywood.