

## Young Hollywood Announces OTT Network

Los Angeles, CA – October 20th, 2014 –

Young Hollywood (YH) today unveiled the next phase of its expansion which includes the production of over 500 original hours of programming annually, the premiere of 8 new original half-hour series and the launch of Young Hollywood TV, a newly created OTT Network devoted to premium celebrity and lifestyle long form programming. The announcement was made by, RJ Williams, Young Hollywood Founder and CEO.

Launching in January, Young Hollywood TV will have the ability to offer viewers exclusive, premium and compelling new content with a distinct point of view, while creating a direct gateway for fans to connect and engage with their favorite celebrities. In addition to launching new long form shows in a brand new viewing platform experience, Young Hollywood TV also plans to expand into several new content verticals in the months ahead including reality and scripted programming.

“For several years, Young Hollywood has given millennials short-form exclusive celebrity interviews with the biggest names in Hollywood along with unparalleled behind-the-scenes access,” said Mr. Williams. “We now plan to heavily invest in our own IP, as well as work with outside talent and creators, to continue to innovate and expand our content offerings. By adding premium long form content to our already vast library, we will continue to strengthen the Young Hollywood foothold in a rapidly developing digital market and provide transformative growth for our company.”

Young Hollywood is the first premium celebrity-focused network built for millennials from the ground up. With the expansion of Young Hollywood TV, YH will bring its digital expertise and social media footprint to the world of OTT by truly integrating all platforms in an organic and cross-promotional way.

YH short form programming has amassed over 2 billion views to date and is currently available on over 20 platforms and devices including, YouTube, AOL, Yahoo, Twitter, and Younghollywood.com. YH long form programming will be available on desktops and laptops via Younghollywoodtv.com, as well as Amazon Fire TV, Android devices such as Samsung Galaxy, Apple iPads and iPhones, Opera TV, Roku boxes, Samsung Blu-ray players and Sony connected televisions. YH is also having discussions with several other distributors for their upcoming slate which is being represented by CAA.

### **About Young Hollywood**

Founded by R.J. Williams in 2007, Young Hollywood is one of the world's leading next generation entertainment studios. In addition to financing, producing and distributing over 500 hours of original celebrity and lifestyle programming annually, the company's activities include owning and operating several leading entertainment digital platforms and licensing the Young Hollywood trademark internationally for a range of consumer products and services. Young Hollywood owns a library of over 2,500 hours of evergreen content updated daily, garnering over 2 billion views to date via its growing distribution network. Young Hollywood's recent partnership with FremantleMedia International expanded delivery of their content to broadcast television in over 30 different territories. Additionally, Young Hollywood works closely with some of the most well respected brands in the advertising world- with a portfolio including Subway, Unilever, H&M, Electronic Arts, Coca-Cola and more- to find innovative ways to touch

consumers through one-of-a-kind content marketing campaigns. 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. Young Hollywood is represented by Creative Artists Agency and Bloom Hergott Diemer. For more information, visit [www.yhworldwide.com](http://www.yhworldwide.com) and follow YH on Twitter @Younghollywood

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