

FAMOUSLive Announcement

Monday April 4th 2016: Pacific Magazines today announced the launch of FAMOUSLive - a new digital brand targeted at social and mobile video obsessed millennials.

FAMOUSLive takes advantage of the enormous 260% social growth of the FAMOUS brand in the last 24 months, averaging a social daily reach of 6.3 million¹.

The print magazine will cease publishing, with the company refocusing its resources to capitalise on the new brand's digital opportunities. The current issue, on sale today, will be its last.

Peter Zavec, CEO, Pacific Magazines, comments: "The decision to cease publishing in print is never an easy one and we sincerely thank the FAMOUS staff for their contribution to the brand. After much consideration, we feel that refocusing on a digital only model with FAMOUSLive is the correct one.

"Our strategy is about adding value to audiences. The launch of FAMOUSLive refocuses our energy and investment to better tap into the immediacy, innovation and social currency this digital native market demands."

FAMOUSLive features a refreshed visual identity and includes 360° virtual reality video via an exclusive partnership with world-leading consumer electronics company 360Fly, founded by Australian Peter Adderton. FAMOUSLive also includes integration with 7Live streaming API from the Seven Network, new Snapchat, Facebook Live, YouTube and Apple News social channels and will be the first Seven West Media consumer brand to launch natively Facebook Instant Articles.

FAMOUSLive was designed and built by Pacific's in-house team, led by Darren Kerry, Head of Digital and Innovation. He comments: "A true social video and mobile first digital destination, FAMOUSLive deploys some great new tech, leveraging the Seven West Media data stack and offering our commercial partners unique targeting opportunities for both their programmatic and direct campaigns. And this is just the start."

FAMOUSLive's content appeals directly to each one of the millennial 'tribes' identified by Pacific's milestone research, with a unique mix of celebrity and culture, beauty and fashion, listicles and short form commentary.

Peter Zavec, CEO, Pacific Magazines, adds: "Pacific Magazines is committed to the millennial market as part of our total audience footprint.

"FAMOUSLive will be a best-in-class digital destination combining curated and original new content with targeted, responsive business solutions for our commercial partners."

FAMOUSLive launches today.

Ends.

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¹ 262% growth in 24 months. Famous social media analysis as at 7 March 2016 (vs. March 2014) Social platforms: Facebook, Twitter, Instagram, Tumblr, Pinterest and You Tube. The average daily reach for Oct/Nov/Dec was 6,294,311 (Source: Facebook Oct,Nov, Dec)