



## **Brand New Media and Seven West Media marketing partnership launches the country's first-ever transmedia OTT Health Channel**

18 November 2013 -- Seven West Media today announced a marketing partnership with Brand New Media to launch a brand new transmedia OTT channel, **healthyMEtv**. Positioned as *"Your home of good health"* the channel will deliver a raft of healthy TV programming to help educate, inform and motivate Australians towards a healthier, more fulfilling lifestyle. The channel's rich content covers a broad range of health and well-being topics - such as exercise and fitness programs, health news, medical insights, nutrition advice and healthy cooking.

There's also a vast range of highly informative videos to help lose weight, get fit, manage stress and learning to relax. You can also access a range of helpful tools, to get a better understanding of your current health and to identify ways of improving it.

Brand New Media is producing the channel and leading content and marketing. Announcing the partnership, Perry Smith, **CEO of Brand New Media** says, *"This strategic partnership with Seven West Media combines the best of health and wellness content with the best of technology, bringing Australia, a technology-savvy and wellbeing-centric country, a never-before-seen transmedia health platform."*

Perry adds, *"Australia has a strong consumption of content on connected devices and TV anytime and anywhere is a here and now proposition. This channel provides Australia with a resource to educate, inspire and entertain; a resource to help people lead a healthy lifestyle and manage their health."*

Kurt Burnette, **Chief Revenue Officer for Seven West Media** says, *"Our data and insights teams have clearly identified that Australians are increasingly and actively seeking health and wellbeing content and information. And as such they are also an audience our advertising partners are seeking to reach. We are excited to be marketing partners with Brand New Media to provide Australians with this first of a kind service as our company moves into the growing health sector. The unmatched promotional power of Seven West Media's portfolio of media assets will bring huge scale to the channel and ensure its success. HealthyMEtv will be one of the first channels to appear on Seven's Hybrid broadband TV platform (HBBTV) launch early in 2014."*

Born out of insights and research, the channel's content will focus on the topics which matter most to Australians, from showcasing the hottest fitness trends and health recipes, information covering a wide range of conditions such as mental health and obesity, advice about pregnancy and fertility, and identifying symptoms and the world of treatments. The channel will deliver a wholesome combination of formats including, bite-sized videos, expert interviews, inspirational documentaries, informative how to's, panel shows, news bulletins, reality shows, plus much more. What's more tune in anytime, anywhere on any connected device, computer, tablet, smart phone or smart TV.

Further information:

Perry Smith

Brand New Media

[psmith@brandnewmedia.com.au](mailto:psmith@brandnewmedia.com.au)

61 (0) 2 9431 9006

Simon Francis

Seven Network

[sfrancis@seven.com.au](mailto:sfrancis@seven.com.au)

**Brand New Media (BNM)** are a global digital media company with offices and dedicated studios operating across Australia, Singapore, US and Europe. At Brand New Media we own, create and operate digital channels for the world's leading brands and broadcasters. Brand New Media's Channel Play platform delivers content and channels to all devices, anywhere and anytime. Our integrated marketing solutions drive content consumption and revenues from both traditional and new data driven advertising models. Brand New Media owns and operates Brand New Studios, a leader in format development and production services for brands and international broadcasters. Brand New Media takes a brand new approach to content and distribution ... because at BNM we Think. Create. Connect. [www.brandnewmedia.com.au](http://www.brandnewmedia.com.au)

**Seven West Media** is the leading, listed national multi-platform media business based in Australia. We comprise the Seven Network, the leading free to air capital city television network; Pacific Magazines, the country's second largest magazine group by readership; Yahoo!7 one of the nation's most successful internet platforms, as well as Western Australia's leading newspaper, The West Australian and associated WA regional newspapers and radio stations. <http://www.sevenwestmedia.com.au>