

Yahoo7 Reveals New Lifestyle Platform, *Be*, with a Focus on 'Personality-Driven' Content



Sydney, Australia, 23 June, 2016 – Yahoo7 has today revealed its new socially-driven lifestyle and entertainment destination, *Be*, ahead of its official launch in July. The new direction comes after months of research and development into the Yahoo7 lifestyle platforms and audience.

Driven by the growing demand for personality-led content and change in audience habits, *Be* leverages Yahoo7's unique partnerships and utilities, delivering a fresh and premium platform. The destination includes Yahoo7's most popular lifestyle verticals: entertainment, travel, fashion, beauty and food.

Yahoo7 has partnered with leading Australian personalities to create and publish original and aspirational video and socially-driven content, designed to drive audiences to the website from their social channels.

Be's launch personalities include:

- Maz Compton, radio personality: Entertainment
- Ash Pollard, ex-My Kitchen Rules contestant and television personality: Food
- Scott Gooding, ex-My Kitchen Rules contestant and fitness and health expert: Health & Fitness

A fourth, surprise personality who will lead the Fashion vertical, will be revealed at the *Be* launch event in Sydney, on Thursday 14th July.

Ed Harrison, CEO of Yahoo7, stated the launch of *Be* is a pivotal move for Yahoo7, with the strategy designed to leverage new audience content habits.

Harrison said: "Social plays an extremely important role in driving audience traffic. By combining Australia's most loved personalities with Yahoo7's track record in creating premium content, and infusing our owned utilities like Polyvore, we are able to deliver the most premium lifestyle and entertainment experience to a whole new social audience."

"*Be* has been designed around our audience, they are at the core of every decision we make. We know our audience's daily habits are changing to embrace shareable videos and personality-driven content, so it's essential we stay ahead of the curve in delivering a premium experience that fuels those daily habits. We are extremely proud of *Be*; it is a unique offering that we believe our audience will fall in love with," Harrison added.



In addition to *Be*'s four launch personalities, the website will be underpinned by the core Yahoo7 editorial team as well as a network of bloggers and contributors. Together, the editorial force will curate over 150 articles per week ensuring the platform is a daily one-stop destination for a lifestyle news fix.

The *Be* content approach is focussed on being accessible anywhere, anytime. The original content is designed with a mobile audience in mind and is optimised for cross-device consumption. Additionally, Yahoo7's key products will be integrated under *Be*, including the leading fashion destination, Polyvore, which launched in Australia earlier this year.

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