

Media Release

healthyMETV.com.au delivers premium health and wellbeing content to online audiences

Make 2014 the year of feeling good and being happy with healthyMETV

Breaking new ground in on-line entertainment, healthyMETV launches 7 January 2014, as the country's premier health and wellbeing channel, offering a new IPTV experience to Australian audiences.

Hosted by rugby union legend George Gregan, journalist and news presenter Kellie Sloane and media personality Shelly Horton, healthyMETV will inspire viewers to achieve better health and greater happiness through original inspirational and instructional video content. The channel covers a range of topics across fitness, nutrition, health and lifestyle from Australia's leading health professionals, that audiences can navigate according to their own individual interests on demand.

"We want this channel to help people focus on feeling good not just looking good. So it's full of inspiration, ideas and information with a focus on positive outcomes. And we hope our stories will bring a smile to people's faces too," says Julie Duff, healthyMETV Channel Director.

The channel's content will focus on what matters most to Australians in health and wellbeing. Get motivated to be fit and eat well, learn how to stress less and relax more, uncover celebrity health secrets and discover how to make small changes to bring about transformational results. The channel will also offer video definitions of a wide range of conditions, their symptoms and treatments.

healthyMETV is a true broadcast experience offering both streaming content and video on demand. Its entire content library can be viewed on any connected device and, through a partnership with SevenWest Media, on Plus7.

Perry Smith, CEO of Brand New Media says, "Brand New Media's partnership with Seven West Media combines the best of health and wellness content and delivers to a technologically savvy and wellbeing-centric country a, never-before-seen, trans-media health platform. This is not just a video website this is a genuine IPTV channel and its closing the gap between traditional and digital TV."

ends-

For more information, please contact:

Stephanie Williams – 0403 052 648, swilliams@brandnewmedia.com.au