



FORMER DISNEY VP AND HGTV TALENT JOIN FORCES TO FILL VOID IN DIGITAL HOME IMPROVEMENT CONTENT

LOS ANGELES, Aug. 25, 2017--Home Love Network, a new media company focused on creating premium episodic content in the home and lifestyle space announces launch, with its first series debuting on Facebook Watch.

"There is a significant lack of quality episodic content on digital, especially in home improvement space," states Home Love Network's CEO Nykelle Schlofman, "and we are excited to fill the void." Nykelle is no stranger to building businesses in a new or non-existent space, as her first company Instafluence, one of the early influencer marketing companies, was acquired by Disney in 2015 just two years after it was founded.

Nykelle has joined forces with Andy and Candis Meredith, former HGTV talent to launch Home Love Network. "We have spent the past year in search of people doing interesting things in the home improvement and lifestyle space," notes Home Love Network Chief Content Officer Candis Meredith. "We looked for people who were passionate about their trade and those who have built a loyal following through their blog, social channels, books, etc. We feel there is power in creating premium programming around people who are doing what they love and have a story to tell."

Home Love Network has plans to launch 17 original digital series over the next year covering a broad range of topics that include home renovation, interior design, art, food, and lifestyle. The content will live across social and digital platforms including YouTube, Facebook Watch, Instagram, Amazon Video, and other OTT platforms.

With advertisers expressing quality of content as the biggest obstacle preventing increased spending on original digital video according to a recent IAB study, Home Love Network understands the need to create quality, brand safe content with authentic integration opportunities. "We have already received interest from numerous brands wanting to align with our content. As consumer viewing behaviors continue to shift towards digital, brands realize they must find creative ways to capture those views" expresses Home Love Network CEO.

For more information about Home Love Network and its upcoming series, please contact Kalli Verbecky, kalli@homelovenetwork.com.

CONTACT

Kalli Verbecky
PH: 801.376.2206
EMAIL: kalli@homelovenetwork.com

FACEBOOK: facebook.com/homelovenetwork
INSTAGRAM: [@homelovenetwork](https://instagram.com/homelovenetwork)