

Meredith Corporation Partners With Google On Launch Of New Product, AMP Stories

PEOPLE Is First Meredith Brand to Launch on AMP Stories

NEW YORK, Feb. 13, 2018 /PRNewswire/ -- Meredith Corporation (NYSE: MDP; meredith.com) announced today that it is among the beta publishers launching [AMP Stories](#), which was created in collaboration with the open source [AMP project](#) and Google. AMP Stories provides a mobile-focused format for delivering news and information as visually rich, tap-through stories. PEOPLE is the first Meredith brand to work on developing the format for the developer preview at the AMP conference in Amsterdam.

"AMP Stories have extraordinary potential to enhance how we create mobile content. Our team can easily create beautiful, media-rich stories that our users can now access quickly across the web," said Doug Parker, Vice President of Digital Design at Meredith. "We continue to be focused on creating the best content for every platform, and the creative possibilities on AMP Stories are endless."

"AMP stories provide a mobile-first experience for storytelling that digital news publishers can publish on their own sites and can easily distribute across the open web," said Rudy Galfi, Product Manager for AMP at Google. "Meredith's collaboration has played an important role in building a flexible format that taps into the creative DNA of journalists and empowers newsrooms with new approaches for engaging their readers."

ABOUT MEREDITH CORPORATION

Meredith Corporation (NYSE: MDP; meredith.com) has been committed to service journalism for 115 years. Today, Meredith uses multiple distribution platforms — including broadcast television, print, digital, mobile and video — to provide consumers with content they desire and to deliver the messages of its advertising and marketing partners.

Meredith's National Media Group reaches nearly 200 million unduplicated American consumers every month, including 85% of U.S. millennial women. Meredith is a leader in creating content across media platforms and life stages in key consumer interest areas, such as celebrity, food, lifestyle, home, parenting, beauty, fashion, news and sports. Meredith also features robust brand licensing activities including more than 3,000 SKUs of branded products at 5,000 Walmart stores across the U.S. and at walmart.com, as well as innovative business-to-business marketing solutions provided by Meredith Xcelerated Marketing.

Meredith's Local Media Group includes 17 television stations reaching more than 11% of U.S. households. Meredith's portfolio is concentrated in large, fast-growing markets, with seven stations in the nation's Top 25 and 13 in Top 50 markets. Meredith's stations produce 700 hours of local news and entertainment content each week and operate leading local digital destinations.

SOURCE Meredith Corporation

For further information: Meredith Corporation, Jill Davison, 212-522-0105,

Jill.Davison@meredith.com; or Emma Byrd, 212-522-5831, Emma.Byrd@meredith.com;
or Google, Maggie Shiels, maggies@google.com

<https://dotdashmeredith.mediaroom.com/2018-02-13-Meredith-Corporation-Partners-With-Google-On-Launch-Of-New-Product-AMP-Stories>