

MEDIA/PUBLISHING

Vanity Fair Hollywood, with launch sponsor Genesis Motor America, is new YouTube destination

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Entertainers Chrissy Teigen and husband John Legend take a lie detector test as part of Vanity Fair Hollywood's new YouTube entertainment destination. Image credit: Vanity Fair

By STAFF REPORTS

Cond Nast's Vanity Fair has introduced Vanity Fair Hollywood, a new entertainment location on YouTube that will cover the art of entertainment and the power of personality through original cinematic storytelling.

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The magazine, under editor Radhika Jones, has nearly doubled its YouTube subscriber base to 2 million, up 95 percent from a year ago. Now it wants to feed that audience even more original video content with insights into Hollywood celebrity moments and craft- and trade-focused interviews, almost adding a business-to-business element to its usual consumer focus.

Genesis Motor America, producer of Hyundai's Genesis luxury sedan, is the launch sponsor of Vanity Fair Hollywood.

Star gazing

As part of the launch, Vanity Fair has published a brand new installment of its popular new series, "Lie Detector Test," featuring the **power couple on the cover** of the December issue, **Chrissy Teigen and John Legend**.

Chrissy Teigen and John Legend take a lie detector test in Vanity Fair Hollywood

Vanity Fair Hollywood is also debuting two new series, "Slow Zoom" and "The Art of the Coming Attraction: Trailers Trends Explained."

Two more series will launch later this month, "Great Pretender" and "VF Reviews: True Crime."

Finally, Vanity Fair Hollywood will debut two new spinoff series: "Pivotal Career Moments" and "Surprise Showcase," along with brand new episodes of "Lie Detector Test," "Impress Me," "Story So Far," and "In Focus."

Vanity Fair's original video content has crossed 370 million views, up 69 percent from a year ago, and 1.5 billion

minutes of watch time, itself an 88 percent increase from the previous year.

AS OF SEPTEMBER, Vanity Fair videos are averaging slightly more than 12 minutes of content per new upload 45 percent increase in run time, or approximately four minutes compared to September 2018, when it was just more than 8 minutes.

The publication's Hollywood-focused series have been especially successful, with "Lie Detector Test" generating more than 102 million views on YouTube with 659 million minutes watched; "Career Timeline" with more than 33 million views and 226 million minutes watched; and "Notes on a Scene" capturing more than 32 million views and 183 million minutes watched.

Watch this video on [The Scene](#).

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