

Yahoo spotlights Hollywood with online movie magazine

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Yahoo CEO Marissa Mayer speaks at the 2014 International CES in Las Vegas, Nevada, January 7, 2014

Yahoo on Thursday launched an online magazine for film lovers.

Yahoo Movies debuted as the pioneering Internet firm continued to shed its online search engine past in favor of a future as a venue for premier digital content and services, particularly aimed at smartphones and tablet computers.

"People are devouring films on their phones, tablets and laptops," the digital magazine's executive entertainment editor Josh Wolk said in a blog post.

"And that's where Yahoo Movies lives as well, with a full screen experience for first-look movie trailers, behind-the-scenes scoop, and red-carpet galleries."

Wolk promised articles from critics; interviews with Hollywood stars, and live-streamed events such as red carpets at movie premiers.

Yahoo in January dove deeper into being an Internet Age media company, bringing in news, music and television stars for the launch of online magazines focused on technology and food.

The digital publications were showcased by Yahoo chief executive Marissa Mayer during a Consumer Electronics Show (CES) keynote presentation in Las Vegas.

During a theatrical CES keynote production, Mayer launched magazines Yahoo Food and Yahoo Tech.

"We found our inspiration in magazines," Mayer said. "They are elegant, beautiful and have a distinctive voice."

Mayer took over as Yahoo chief in July of 2012, and her plan to revive the company includes being at the center of people's Internet habits, especially on mobile devices.

Digital magazines have been touted as part of Yahoo's longterm strategy.

"A common theme for us is simplifying our business and how people consume information," Mayer said at CES.

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