

# Reddit launches Upvoted, a stand-alone site for original content

October 8 2015, by Tracey Lien, Los Angeles Times

---

Online community Reddit on Tuesday launched Upvoted, a stand-alone website to house original content inspired by or related to posts from the expansive online forum.

In a post published to Upvoted, Reddit co-founder Alexis Ohanian described the new site as a "hub to give the stories of Reddit - from the seemingly ordinary to extraordinary - the creative space to expand, breathe, and grow."

Stories that currently appear on Upvoted include a curation of first-person anecdotes about suicide taken from a Reddit thread, a Q-and-A that had its beginnings on Reddit with the webmaster of a cult, and an original profile of a [video game developer](#).

According to Ohanian, Upvoted is a natural extension of Reddit's attempts to curate and promote [content](#) created by Reddit users. Earlier this year, it launched a podcast called Upvoted, and in April it launched a newsletter with the same name to surface popular content.

The new site may also create new advertising opportunities for Reddit, which has long struggled to attract advertisers despite its large number of users. Critics of the forum have in the past noted that parts of Reddit that house inflammatory content have been known to scare off advertisers who don't want their brands associated with contentious material.

©2015 Los Angeles Times  
Distributed by Tribune Content Agency, LLC.

Citation: Reddit launches Upvoted, a stand-alone site for original content (2015, October 8)  
retrieved 9 April 2024 from

<https://phys.org/news/2015-10-reddit-upvoted-stand-alone-site-content.html>

<p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p>
--