

**FOR IMMEDIATE RELEASE**

## **IFLIX SIGNS MULTI-YEAR DEAL WITH PAKISTAN'S TOP NETWORK, HUM TV**

**Karachi, 27<sup>th</sup> December 2016** – iflix, the world's leading Internet TV service for emerging markets, offering users unlimited access to thousands of TV shows, movies and more, today announced a multi-year content licensing deal with Hum TV, Pakistan's most established and acclaimed 24-hour entertainment TV channel, ahead of its service launch in Pakistan.

iflix members in Pakistan will soon be able to binge on nearly 50 of Hum TV's most popular and award-winning titles, including *Bin Roye*, *Udaari*, *Mann Mayal Zara Yaad Kar*, *Pakeeza*, *Gul-e-Rana*, *Maan*, *Kaisay Tum Se Kahoon*, *Qaid-e-Tanhai*, *Vasl* and many more. In the coming months, iflix will continue to add more of Hum TV's best titles, with audience favourites including *Humsafar*, *Zindagi Gulzar Hai*, *Sanam*, *Diyar-e-Dil*, *Sadqay Tumhare*, *Dil-e-Muztar*, *Meray Qatil Meray Dildar*, *Man-o-Salwa*, *Shanakht*, *Kadoorat*, and many more, to its vast catalogue.

iflix Group Chief Content Officer, James Bridges commented: "We are deeply committed to localization, and this landmark partnership with Hum TV is a testament to that promise. We are thrilled to add so many of Hum TV's most popular and award-winning beloved, local dramas to our vast library of top international and regional content, as a part of our promise to deliver the best and widest selection of TV shows and movies from all over the world to our members."

Chief Strategy Officer of Hum Network Limited, Hassan Jawed commented; "Our collaboration with iflix exhibits our commitment to promoting quality entertainment content globally. As part of this commitment, we have focused on digital media to make our content easily accessible to our global target audience. We are confident that iflix will prove to be a key strategic partner for us in the years to come".

Now available in Malaysia, Thailand, the Philippines, Indonesia, Sri Lanka, the Maldives and Brunei, iflix will continue to roll out its world-class service to key additional emerging markets in the coming months. Offering consumers a vast library of top Hollywood, Asian regional, and local TV shows and movies including many first run exclusives and award

winning programs, each subscription allows users to access the service on up to five devices, including phones, laptops, tablets, and television sets, for viewing wherever, whenever. iflix subscribers can also download TV shows and movies from iflix's extensive catalogue for offline viewing.

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### **ABOUT IFLIX**

iflix is the world's leading Internet TV service for emerging markets, offering users unlimited access to thousands of TV shows, movies and more. With a vast selection of first run exclusives, award winning movies and shows, plus the best in local and regional programs, iflix places the entertainment people want at their fingertips to either stream or download. For one low monthly fee, iflix subscribers can watch on their mobile phone, laptop, tablet, TV... wherever, whenever.

Let's play.

### **ABOUT HUM**

Hum Network Limited (HNL) has established itself as the leading media company in Pakistan with a global foot print especially in all international markets where there is a sizeable population of South Asian Diaspora. This includes North America, Europe, Middle East as well as India. Many of HUM's narratives and format shows have global cult fan following. Today HUM's content on various global social media platforms including You Tube as well as Face book, has the highest number of subscribers within the entertainment genre in the South Asian Region.

HNL operates the only 24 hour dedicated Food Channel in the South Asian Region by the name of HUM MASALA. This too has very strong following in all global markets with South Asian Diaspora. HNL also, is the pioneer of Fashion & Life Style format shows, on ground events like Fashion Pakistan Week and Bridal Couture Week.

### **For more information:**

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