

## IFLIX INTRODUCES CHANNELS AND PERSONALISATION FEATURES TO OFFER USERS AN ALL NEW PERSONALISED IFLIX EXPERIENCE

**KUALA LUMPUR, 16 August 2017** – iflix, the world's leading Subscription Video on Demand (SVoD) service for emerging markets, today released an all new revamped and improved iflix user experience and features.

The upgrade represents the latest evolution to iflix's world class service with an all new focus on individual customer experience. New **Channels**, **ADD** and **FOLLOW** features enable significantly deeper personalised experiences and intuitive ways of discovering new content, with additional improvements to speed and performance.

**Channels** combines the best of traditional pay television with benefits of on-demand services. Working with traditional studios and channel providers, iflix has created on-demand 'channels' for users to enjoy on their terms, showcasing many of the world's best and most exciting entertainment studios and brands along with users' favourite content genres in a dynamic, engaging and easy to navigate channel interface, available for the first time in a digital non-linear service.

With new personalised onboarding, users can now select their favourite **Channels** and receive recommendations optimised with their preferences and viewing history, as well as **ADD** TV shows, movies and **Channels** to their iflix homepage.

iflix's proprietary personalisation engine is based on internally designed algorithms taking into account local cultural nuances in each market and tested rigorously over a 6-month period. The result is a completely personalised, unique user experience for each individual user, that further allows them to surface more content inline with their interests from iflix's vast library of thousands of international, local and regional TV shows, movies and more.

All new **Follow** function will additionally enable users to follow playlists curated by hundreds of their favourite **People** – popular influencers and celebrities, to discover new shows whilst voyeuristically keeping up with what their **People** have liked, watched or are currently watching.

iflix Co-founder and Group CEO Mark Britt commented, "Today represents an incredible milestone for iflix. This evolution begins to blur the distinction between traditional Video



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on Demand and traditional Pay Television. We are thrilled to be working with the world's leading entertainment brands to create exciting new on-demand channels. These are not the channels we grew up with."

"We are in the golden age of TV for viewers, with thousands of great shows and movies available on demand. For the individual user however, sifting through immense catalogues of programs and finding what you want has become more challenging than ever. Our new personalisation features now allow us to solve this dilemma by delivering recommendations specifically curated for each local user across our business."

Since going live in May 2015, iflix rapidly established a clear leadership position in emerging markets, setting a new standard for delivering a world-class streaming entertainment service, passionately focused on local customer experiences. Over the last 12 months, the service has seen extraordinary growth across all segments of the business.

Now available to over one billion consumers across 20 territories throughout Asia, the Middle East and North Africa, iflix will make its world-class service available in Sub-Saharan Africa in the coming weeks. Offering consumers, a vast library of top Hollywood, Asian and Middle Eastern 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.

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## **ABOUT IFLIX**

iflix is the world's leading Subscription Video on Demand (SVoD) service for emerging markets, offering users unlimited access to thousands of TV shows and movies from all over the world. With a huge selection of your favorite comedies, drama, Korean drama, Turkish drama, Bollywood, Nollywood, cartoons, movies and more from Hollywood, The UK, Asia, the Middle East and Africa. iflix places the entertainment you want at your fingertips. For one low monthly fee, iflix subscribers can watch on their mobile phone, laptop, tablet, TV... wherever, whenever.

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iflix is currently available to consumers in Malaysia, Indonesia, the Philippines, Thailand, Brunei, Sri Lanka, Pakistan, Myanmar, Vietnam, the Maldives, Kuwait, Bahrain, Saudi Arabia, Jordan, Iraq, Lebanon, Egypt, Sudan, Cambodia and Nigeria.

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