

## CATCH THE 2017 MAMA - ASIA'S BIGGEST MUSIC AWARD SHOW AND MUSIC FESTIVAL - LIVE ON IFLIX

- *iflix to live stream the 2017 Mnet Asian Music Awards in four countries across Southeast Asia.*
- *The full show to be made available to stream and download to all 13 markets within 24 hours following its live broadcast.*
- *The 2017 MAMA will feature special performances by EXO, BTS, TWICE, Red Velvet, EXO-CBX, Seventeen, Wanna One, and more.*

**KUALA LUMPUR, 23 November 2017**– iflix, the world's leading entertainment service for emerging markets, is thrilled to announce it will live stream Asia's biggest music awards show, the 2017 Mnet Asian Music Awards ("2017 MAMA") on November 29 and December 1, 2017. The events will feature a stellar line-up of performances from popular K-pop bands EXO, BTS, TWICE, Red Velvet, EXO-CBX, Seventeen, Wanna One, and more.

### LIVE STREAM

iflix subscribers in **the Philippines, Myanmar, Cambodia** and **Vietnam** will get a virtual front row seat to the highly anticipated awards show as it premieres at the Yokohama Arena in Japan and at the AsiaWorld-Expo in Hong Kong, with the following schedule:

Japan - November 29

- Red Carpet – 4:00 PM\*
- Main Event – 6:00 PM\*

Hong Kong - December 1

- Red Carpet – 5:00 PM\*
- Main Event – 7:00 PM\*

\*All published times are GMT+8

### STREAM & DOWNLOAD

All 13 markets across Asia will be able to stream and download the entire 2017 MAMA just 24 hours after the live stream, on November 30 and December 2, respectively.

iflix Group Chief Content Officer, **Sean Carey**, said: "On the heels of our widely successful live stream of <COMEBACK SHOW - BTS DNA>, we bring K-pop fans and music lovers alike another phenomenal live stream experience. We are thrilled to partner with the Mnet Asian Music Awards to bring fans across Southeast Asia front row seats to all the action as part of our continued efforts to deliver the best local, regional and international entertainment experience for all".

Now available to over one billion consumers across 24 territories throughout Asia, the Middle East and Africa, iflix has established itself as the clear market leader in video streaming. 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.

## **ABOUT MNET ASIAN MUSIC AWARDS**

The Mnet Asian Music Awards are a musical merger - part Asia's biggest music awards and part global music festival - highlighting the very best of music and culture. Originating in Macau in 2010, followed by productions in Singapore in 2011, and Hong Kong from 2012 to 2016, the MAMA has established itself as the continent's biggest confluence of fans, artists, and music. The events will be simultaneously broadcast on four continents (Asia, Europe, North America and Oceania), transcending borders and connecting K-pop fans from around the world.

## **ABOUT IFLIX**

iflix is the world's leading entertainment service for emerging markets, offering users unlimited access to thousands of TV shows, movies and more. With a vast selection everyone's favourite comedies, drama, K-drama, Turkish drama, Bollywood, Nollywood, cartoons, movies, live sports and more from Hollywood, the UK, Asia, The Middle East and Africa, 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.

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, Nigeria, Kenya, Ghana, Nepal and Bangladesh.

## **For more information, please contact:**

Conrad Bateman  
Consumer PR Manager – Malaysia & Brunei  
[conrad@iflix.com](mailto:conrad@iflix.com)  
+6012 610 5064