

**FOR IMMEDIATE RELEASE****IFLIX TO PREMIERE FIRST FILIPINO ORIGINAL SERIES,  
*HOY! BIBIG MO***

*Roughly translated as “watch your mouth”, the audacious, new uncensored multi-territory stand-up comedy format will soon launch in the Philippines*

**MANILA, 23 November 2017** – iflix, the world’s leading entertainment service for emerging markets, is thrilled to announce it will premiere the exhilarating, no-holds-barred comedy series, *Hoy! Bibig Mo*. Starting December 1, all eight episodes will be available to stream or download exclusively on iflix. *Hoy! Bibig Mo* is iflix’s first original production in the Philippines and is hosted by comedy icon and internet superstar, Ramon Bautista.

*Hoy! Bibig Mo* brings a brand new comedy experience to the Philippines. Now, iflix members can enjoy the Philippines’ edgiest comedy club in the comfort and convenience of their homes (or the bus, the train, the bathroom...basically, anywhere you can take your phone). Only the sharpest, most audacious comedians take to the stage with their hilarious, biting and quirky humour. The jokes are bold, near-the-knuckle and sometimes, downright rude. The bottom line is – if it’s funny, it’s in. Alex Calleja, GB Labrador, Tim Tayag and Mike Unson join the incredibly talented showcase, tackling taboo subjects you’ve never seen them joke about before. *Hoy! Bibig Mo* is the next generation of Filipino comedy, featuring established acts alongside fresh, original talent, completely uncensored in a series of stand-up routines and riotous improvised games.

iflix Global Director of Original Programming, Mark Francis commented: “Following the success of *Oi! Jaga Mulut* in Malaysia, we’re excited to bring the same boundary-pushing, hilarious stand-up comedy concept to the Philippines and to establish iflix as the destination for the region’s most talented funny men and women. Delivering hyperlocal, high-impact content is at the crux of our original programming strategy, and we’re committed to raising the bar for the enjoyment of all iflix subscribers.”

In addition to *Oi! Jaga Mulut* in Malaysia, iflix has also commissioned the comedy series *Oi! Jaga Lambe* in Indonesia.

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



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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 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:**

Zaya Pono  
Regional PR & Communications – Asia  
[zaya@iflix.com](mailto:zaya@iflix.com)  
+6017 9292 754