



FOR IMMEDIATE RELEASE

IFLIX LAUNCHES STUDIO2:15 LED BY DIGITAL MEDIA TRAILBLAZER, CRAIG GALVIN

KUALA LUMPUR, MARCH 29, 2018 – iflix, the world’s leading entertainment service for emerging markets, today announced the launch of Studio2:15, the Company’s all new creative production business for short-form video content, led by digital media trailblazer, Craig Galvin.

The new studio aims to create engaging and experimental snackable and short-form content for the iflix platform. As a creative ecosystem, the studio will commission and produce collaborative projects between international, regional and local creative teams and talents. Visit www.studio215.biz.

Galvin brings two decades of expertise in content creation, business development and creative direction, most recently serving as Executive Producer on global campaign, *Louder Together*, for global phenomenon, non-profit organization, Global Citizen. As founder of one of Australia leading digital agencies, The White Agency, (now whiteGREY), he additionally produced multiple award-winning campaigns for several Fortune 500 companies, including Commonwealth Bank and Tourism Australia.

iflix Chief Content Officer, Sean Carey commented, “We’re very excited to welcome Craig and his talented team to the iflix family. The creation of Studio2:15 marks a monumental step as we expand our content offering to capitalise on the rapidly growing demand for highly engaging and viral short-form content. Mobile users represent the lion’s share of Internet traffic in our markets, and when it comes to mobile users, short “snackable” content is king.”

Galvin added, “I am thrilled to join iflix’s talented and visionary team, and spearhead their short-form content initiative with Studio2:15. Short-form content will play a significant role in iflix mission to redefine entertainment and share global influences alongside local culture, through ground-breaking work that excites and entertains the next billion people. Studio2:15’s vision is to lead the charge in redefining short-form across all iflix markets, providing our audience a compelling experience that keeps them wanting to come back for more”.

Now available to over one billion consumers across 25 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, 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.

Play now at iflix.com



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 of 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, Bangladesh and Zimbabwe.

For more information, please contact:

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