

**FOR IMMEDIATE RELEASE****IFLIX 3.0**

**BALI, April 26, 2018** – iflix, the world's leading entertainment service for emerging markets, today announced the upcoming launch of iflix 3.0. In a complete product evolution, the company moves away from the traditional Subscription Video on Demand (SVOD) model to introduce the first of its kind, mass market platform specifically created for over one billion consumers in emerging markets.

iflix 3.0 will introduce:

**iflix FREE**, a free tier with unique new features and content, allowing users to preview, explore and discover new content, including:

- **Movie of the Day** – a fresh, new movie, curated daily, every day.
- **Premium short form content** comprised of Originals, leading formats and programs from around the world, including:
  - QYou, Complex Media and great Korean series, with more to come very soon;
  - local programs from popular local content creators from around our regions;
  - original iflix content and localized formats, including the incredibly popular series *Hot Ones* and many others;
  - iflix snacks – new formats designed specifically for the mobile first audience.

All content will be produced and managed through the company's recently announced short-form content studio, Studio 215. The studio will produce an estimated 2,000 pieces of original short form content by the end of the year, with 50 new pieces of content added to the site daily by June.

- **Premium regional and international TV series**, many of which will be available exclusively on iflix, including *The Grand Prince*, *My First Love*, *Poroporo*, *Tayo the Little Bus* and more.
- **Promotional episodes and pilots from premium current and marquee TV series and films across key genres**, including *Good Behaviour*, *Man vs Wild*, *Freakish*, *Expelled*, *Spongebob Squarepants* and Korean smash-hit sensations *Goblin*, *Descendants of the Sun*, *My Secret Romance*, *Legend of the Blue Sea*, *Bride of Habaek* and many more.
- **iflix Originals** – exclusive, premium original local content, including:

- Some of iflix's most popular and best performing series such as Indonesian teen romance, *Magic Hour*;
- Upcoming action packed film, *KL Gangster: Underworld*, spun off from the cult Malaysian movie franchise;
- *Exit 49*, an all-new horror movie starring the Philippines' "Queen of Scream" Kris Aquino - slated for release later this year.
- Raw and raunchy stand-up comedies, *Oi! Jaga Mulut*, and *Jon Atherton: Disoriental*;
- *Coconuts TV on iflix*, a docu-series boldly exposing the underbelly of Asian subculture.

All content on iflix's new free tier will be available to all users to enjoy, regardless of their subscription status. With over 5,000 assets available at launch, and on track for 10,000 on offer by year end, iflix FREE offers users one of the largest libraries of curated, premium content, completely free of charge.

**Live Hub** featuring:

- **Linear local free-to-air and pay TV channels** across both free and paid tiers
- **Live premium sporting competitions and events** including Football Malaysia, cricket, World Cup, Olympics coverage, NBA action and much more.
- **Live premium events** including local and regional concerts and competitions.

**Advertising opportunities for premium brands** through comprehensive 360 degree offerings with brand and product integration within original local and regional content, premium video placements including pre-roll, native video content cards in app, as well as contextually targeted presenting partnerships.

Advertisers will now have the opportunity to engage with millions of users on iflix's platform through unique, integrated, targeted, premium content and commercial partnerships.

**iflix Group Co-founder and CEO, Mark Britt said:** "When we began iflix, we naively believed that the Western entertainment model could easily succeed in emerging markets, and that price would be the primary customer pain point. Looking back now, we realise how superficial that view was. Fast forward nearly three years. Having now served 30,000 years of content to more than 12 million customers across 30 markets, we have a much deeper understanding of the localisation requirements, and infrastructure, payments and authentication issues within our territories. The data and learnings we've acquired from solving these challenges, today enables us to build a product exclusively for emerging market customers and challenge many of the traditional metaphors that exist within our industry."

"Working with over 300 content distribution partners, iflix 3.0 aims to offer content owners and creators a rich, dynamic platform to reach customers and monetise their content, whilst driving user growth and daily viewing habits with a huge selection of new, original, exclusive and highly addictive content," Britt added.



LET'S PLAY

Now available to over one billion consumers 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.

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## **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, Zimbabwe, Morocco and Tanzania.

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

Peggy Lee

Iflix, Global Director – PR & Communications

[peggy@iflix.com](mailto:peggy@iflix.com)

+60 12 217 8345

Play now at [iflix.com](http://iflix.com)