

**FOR IMMEDIATE RELEASE**

## **IFLIX'S STUDIO2:15 COMMISSIONS *CARAOKE DRIFT***

**KUALA LUMPUR, April 18, 2018** – iflix, the world's leading entertainment service for emerging markets, today announced the upcoming launch of its short-form original series, *Caraoke Drift*. The announcement follows the launch of Studio2:15, iflix's all new creative production business for short-form video content, led by digital media trailblazer, Craig Galvin.

Produced by Pixel Play, *Caraoke Drift* is full-on adrenaline with a twist. Featuring Leona Chin, Asia's leading female driver and ultimate girl-next door spiced with spunk, speed and thrill, each episode will feature a local celebrity taking on the challenge of completing a song in a drift car. The fun is in the drama, when the singer goes off-tune!

Filming commenced in April 2018 at the Sepang International Circuit in Malaysia, featuring leading local celebrities Maya Karin, Adibah Noor, Fatiya Latiff, Zizi Kirana, Altimet, Mimi Fly and more. *Caraoke Drift* is hosted by Malaysian radio icon JJ, formerly of Hitz.FM, and is set for global release in June 2018 – exclusively on iflix.

**Head of Studio - Studio2:15, Craig Galvin**, said: "Short-form content started as a means for self-expression and rapidly grew in popularity alongside the rise of mobile entertainment consumption. *Caraoke Drift* embodies Studio2:15's vision in providing our audiences with compelling entertainment experiences with a local twist. We are thrilled to expand iflix's content offering in the months to come with entertaining and highly engaging "snackable" content, giving our members a diverse library of content and keeping them coming back for more."

**iflix Malaysia and Brunei Country Manager, Diana Boo**, added: "We are committed to delivering the best in short-form with the launch of Studio2:15's *Caraoke Drift*, a brand-new format poised to provide the best in professionally produced content graced with mix of stellar local artists. We're delighted to be able to introduce *Caraoke Drift* for the enjoyment of our iflix customers in Malaysia and around the world."

**Pixel Play CEO, Bront Palarae**, said: "Driven by the increasing demand for quality local content, our ground-breaking collaboration with iflix's Studio2:15 enables content creators to explore a new avenue in the local entertainment industry, giving more users across Malaysia a reason to press play. *Caraoke Drift* is headlined by some of Malaysia's biggest names, and we can't wait for audiences to sing and laugh their hearts out."

Now available to over one billion consumers across 26 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.



LET'S PLAY

## 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 and Morocco.

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

Conrad Bateman  
Consumer PR Manager – Malaysia & Brunei  
[conrad@iflix.com](mailto:conrad@iflix.com)  
+60 12 610 5064  
[iflix blog](#)

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