

FOR IMMEDIATE RELEASE

IFLIX'S STUDIO2:15 PREMIERES MALAYSIA'S FIRST SHORT-FORM SERIES, *CUPID CO.*

KUALA LUMPUR, April 19, 2018 – iflix, the world's leading entertainment service for emerging markets, and Macam Yes Studios, the team behind DanKhoo Productions, renowned Malaysian YouTube channel, today announced the premiere of Studio2:15's first Malaysian short-form original, *Cupid Co.*

The six-part dramatic series is available to stream and download for free exclusively on iflix.

Cupid Co. tells the tale of a cupid named Tim who, against the laws of heaven, makes a human, Michelle, fall in love with him. Stuck with the decision to let love run its course or adhere to the strict rules that cupids must abide by, Tim faces the consequences of his actions, navigating life, love, and mistakes with his best-friend and colleague, Bruce, by his side.

As a pillar of the company's local content and short form strategy, iflix solicited tenders from local YouTube content creators for an original mini-series earlier this year. Macam Yes Studios was awarded funding for their proposal to bring the story of Tim the cupid to life. Written and directed by Malaysian YouTube veterans, Brian Lee and Ernest Ng, with Dan Khoo as Co-director and Executive Producer, *Cupid Co.* stars Michael Lean (Kael) as Tim, Michelle Leong as Michelle, Dennis Yin as Bruce, Amanda Ang as Director Evans, Tanesh as Eugene, and Ernest Ng as Matt.

Head of Studio - Studio2:15, Craig Galvin, said: "This collaboration marks iflix's first endeavour in creating short-form content. We are thrilled to partner with one of Malaysia's finest and most acclaimed home-grown content creators, whilst giving them a whole new platform to expand their talent and creativity. The vision underscores iflix's commitment to work closely with creator communities, developing localised content that appeals to our local audiences. Mobile users are the driving force in internet viewing, and *Cupid Co.* is the first of many projects lined up for release in the next few months as part of Studio2:15. We are pleased to premiere *Cupid Co.* exclusively on iflix for free to anyone in Malaysia, regardless of their subscription status."

iflix Malaysia and Brunei Country Manager, Diana Boo, added, "Recognising a rise in demand for quality short-form content and iflix Originals in particular, we saw an amazing opportunity for collaboration with local content creators that would allow them a broader platform to exhibit their talent and ideas. Our work with Macam Yes Studios is just the beginning of our localisation plans and we look forward to showcasing even more locally produced short-form content to eager audiences, both locally and regionally."

Macam Yes Studios founder, Dan Khoo, said: "We are proud to have *Cupid Co.* premiere as an iflix Original and we are grateful and excited for the opportunity to share our creative visions on a bigger stage by collaborating with Studio2:15. Working with iflix has enabled us to get another step closer to our audiences and fans."

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.

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
+60 12 610 5064
[iflix blog](#)