

Pioneer In Entertainment For Emerging Markets Taps Digital Badging Platform To Reward Employee Learning

iflix partnership with Credly responds to growing demand for workforce learning opportunities; provides employees with digital badges

NEW YORK ([PRWEB](#)) June 14, 2018 -- iflix, the leading entertainment service for emerging markets, announced today an ambitious, new initiative focused on encouraging, supporting, and recognizing employee learning and development. As part of iflix's internal e-learning portal, iflix University, employees that complete "courses" will receive digital badges that reflect the achievement as well as the acquisition of new skills and experiences.

"Our employees are multinational, driven people who are united by a passion for learning and a drive for self-improvement to further their careers and personal development, in addition to grow our business and better serve our customers," said Emma Miller, Global Director – Human Resources at iflix. "Credly will enable us to produce digital badges which allow employees to receive publicly acknowledged credentials for their hard work and newly acquired skills."

The initiative builds upon the entertainment giant's global investment in education and training programs designed to retain - and develop - talent within emerging markets. In addition to iflix University, the company recently also introduced the "Aspire: High Potential, High Performance" program, a highly selective, 18-month training program that teaches skills such as communication, persuasion, business basics, and people management which can be hugely advantageous for meaningful career advancement. Employees that complete the program will also receive digital badges through Credly, allowing them to share that accomplishment on their personal social and professional networks, including Facebook and LinkedIn. Additionally, employees that complete certain programs will receive blockchain-enabled digital credentials – adding an additional layer of security to the credential.

"Digital credentials are enabling savvy employers to create more transparent career pathways to not only help develop and retain employees, but to grow their talent pipeline. iflix is pioneering an entirely new paradigm for workforce training in emerging markets, while enabling employees to showcase what they know as they pursue careers within the company," said Jonathan Finkelstein, Founder and CEO of Credly. "Digital badges will enable iflix to recognize their team members' hard work and allow them to share their skills regardless of where their career takes them."

Currently 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.

With Credly's digital platform, organizations can distribute and manage portable and secure digital credentials, providing both individuals and institutions with access to machine-readable, verified credentials that demonstrate skills and competencies. As the digital credentials exist on the Credly platform, iflix employees can take the digital badges with them as they progress through their careers - whether at iflix or with another company.

###

About Credly

Credly is a leading digital credential service provider, helping the world recognize lifelong achievement with the most popular platforms for verifying, sharing, and managing digital credentials and badges. The enterprise-class system allows organizations to officially verify skills and competencies; distribute portable and secure digital credentials and open badges; and gain actionable data and insights. Thousands of education institutions, industry associations, employers and workforce development programs use Credly to make achievements visible. <https://credly.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 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, or 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, Zimbabwe, Bangladesh, Tanzania and Morocco.

**Contact Information****Jenna Talbot**

Whiteboard Advisors

+1 760-390-6978

Online Web 2.0 VersionYou can read the online version of this press release [here](#).