

**FOR IMMEDIATE RELEASE**

## **BREAK FREE WITH IFLIX**

*iflix unveils iflix 3.0 with both FREE and VIP options on how to get your iflix fix!*

**JAKARTA, July 25, 2018** – iflix, the world's leading entertainment service for emerging markets today announced the launch of iflix 3.0, an all-new look and feel to Indonesia's favourite entertainment platform, with new features and content available to users across the country for free. That's right, everyone's favourite four letter 'F' word – FREE!

iflix fans now have choice on how they want to get their fix:

### **iflix FREE**

The all new iflix FREE service, makes many of iflix's most popular and exclusive programs and features available to users in Indonesia completely for free.

### **WHAT YOU GET**

- **Movie of the Day** – a fresh, new movie every single day.
- **iflix Snacks** – bite-sized videos that are easy to consume (Snacks to consume, get it?)  
With 50 new videos added daily, users can now snack on an outstanding library of short-form content including:
  - QYou, Complex Media, with many more to come very soon;
  - Local programs from popular local content creators from around our regions;
  - Localized formats of global hits, including the incredibly popular series *Hot Ones* and many others;
  - Studio2:15 iflix Originals, *Binge Buddies*, *Disgustingly Delicious*, *Famous Gamers*, *Sing Shower*, and more.
- **The Feed** - Goodbye FOMO. Refreshed constantly, users can now scroll endlessly to discover what's fresh and hot (from exclusive interviews with celebs, new episode drops, recommendations, and much more). There's always something fresh on The Feed.
- **Exclusive regional and international TV series**, including *The Grand Prince*, *My First Love*, *Pororo*, *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*, *The Legend of the Blue Sea*, *The Bride of Habaek*, and many more.
- **iflix Originals** – exclusive, premium original programs including:
  - iflix's most popular and best performing series, the Indonesian teen romance, *Magic Hour: The Series*;
  - Raw and uncensored stand-up comedies, *Oi! Jaga Lambe* and *Jon Atherton: Disoriental*;
  - *Coconuts TV on iflix*, a bold original docuseries uncovering the underbelly of Southeast Asian subculture.
- **Download & Watch Offline** – users can download their favourite programs to enjoy offline – on a plane, out of town, or in a cave surrounded by bats.

Everything on iflix FREE is completely free for all users. With a vast selection of local, regional, and international TV shows, movies, and Free-to-Air channels, iflix FREE offers users one of the largest libraries of hand-picked, quality content, completely free of charge.

### **iflix VIP**

Level up if you want! Those wanting even more premium content, can unlock iflix VIP – the same iflix that subscribers have grown to know and love, for a small fee in several wallet-friendly/sanity-saving payment options. iflix VIP comes with everything in iflix FREE plus:

- **More premium LIVE sports.**
- **LIVE special events** including the hottest local, regional, and international concerts and competitions.
- **No ads** ever – for uninterrupted playtime.

**iflix Co-Founder and Group CEO, Mark Britt** said: “Three years ago we set out to create a world class service with the world’s best content that was accessible to everyone in emerging markets. With the launch of iflix FREE and a lifetime of movies, television, news, and snackable content for free on iflix, we are even closer to achieving that goal. Now, no fan gets left behind. This launch is a testament to our continued commitment to offer users the best entertainment experience possible, on a service created just for them, completely on their terms.”



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, the Philippines, Thailand, Indonesia, Sri Lanka, Brunei, the Maldives, Pakistan, Vietnam, Myanmar, Saudi Arabia, Jordan, Iraq, Kuwait, Bahrain, Lebanon, Egypt, Sudan, Cambodia, Nigeria, Kenya, Ghana, Nepal, Bangladesh, Zimbabwe, Morocco, Tanzania, and Uganda.

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[iflix blog](#)

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