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IFLIX AND ADA TEAM UP TO DELIVER PREMIUM ONLINE VIDEO OPPORTUNITIES FOR TOP BRANDS ACROSS ASIA

This strategic regional partnership will provide brands with new exciting opportunities in a 100 per cent brand safe environment, targeting relevant audiences

KUALA LUMPUR – July 4, 2018 -- iflix, the leading entertainment service for emerging markets and ada (analytics. data. advertising), the largest integrated digital marketing business across South and Southeast Asia, announced their groundbreaking regional partnership to offer brands exciting new opportunities for deep audience engagement across Asia, beginning with Indonesia, Malaysia, Thailand, the Philippines, Sri Lanka, Bangladesh and Cambodia. The partnership will be housed under ada's supply side business, adaReach.

Through this strategic regional partnership, brands/ advertisers have:

- Access to an extensive range of brand-safe premium inventory in top local shows with 100 per cent viewability – through sponsorship, video & live stream, branded content & TVC integration;
- Ability to create highly targeted and efficient and effective campaigns, leveraging first-party and contextual data

ada unlocks the full potential in digital by combining data science, content/ creative and technology, for brands. ada houses the largest telco-powered proprietary data management platform (DMP), XAct, which is uniquely positioned to optimise consumer journey planning, customer profiling and intent targeting.

With an average viewing session of approximately 2 hours per user daily, iflix maintains one of the highest active viewing durations of any digital service globally. This sustained level of engagement, combined with the service's extensive local reach has allowed iflix to develop deep insight on customer preferences and behaviours. Additionally, with mobile viewing comprising 85 per cent of traffic on the service, there are significant opportunities for deeper audience engagement and relationship building.

Jonas Engwall, iflix Head of Asia, said, "This partnership with ada is a very important step in our directive to work closely with leading brands to make premium content available to audiences at an even larger mass scale. Together, we offer advertisers a unique proposition



to engage with customers through premium, popular content in a 100 per cent brand safe environment. We have already seen incredible demand from brands across the region”.

Srinivas Gattamneni, ada CEO, said “Premium VOD is fast-replacing pay television as Asia’s cord-cutting, mobile-first middle class gains spending power. Combining iflix’s video inventory with our mobile analytics data, data science expertise and proprietary DMP, we’re very excited to empower brands to deliver more engaging, relevant and highly viewable ads to viewers in the region.”

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.

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, Tanzania and Uganda

ABOUT ADA

ada (analytics, data, advertising) is an integrated digital marketing business. We unlock the potential in digital by combining data science, creative and technology, for brands and businesses across Asia. Comprised of a team of more than 200 in 8 markets across the region,



ada is powered by proprietary technologies with deep consumer analytics from the data management platform, XAct.

For more information, please contact:

Peggy Lee

Global Director – PR & Communications

peggy@iflix.com

[iflix blog](#)

Amanda Lye

Director of Strategic Initiatives

amanda.lye@ada-asia.com

ada-asia.com