

FOR IMMEDIATE RELEASE

IFLIX ANNOUNCES PARTNERSHIP WITH ITS FIRST LOCAL NEWS BROADCASTER IN MALAYSIA, BERNAMA

KUALA LUMPUR - August 28, 2018 - [iflix](#), the world's leading entertainment service for emerging markets, has announced its partnership with Malaysian National News Agency (Bernama), the first in a series of local news broadcasters in Malaysia, to deliver the latest news live to iflix users for free.

Bernama's live news broadcast will form part of iflix's 24-hour news hub, **iflix NEWS**, an aggregate of live news streams, clips, and linear feeds from leading international, regional and local news authorities. Understanding the need for timely, reliable and relevant updates in an online environment saturated with fake, headline-grabbing click-bait, iflix has dedicated itself to the amalgamated distribution of trusted, editorially-sound factual content from renowned sources that encompass current affairs, financial and business reporting, world and local news.

From today, iflix users in Malaysia will receive live news on current issues, crime, politics, sports, business, entertainment and foreign affairs via a premium branded Bernama channel under iflix NEWS for free.

Bernama programs on iflix will include news bulletins in English, Bahasa Malaysia and Tamil. The channel will also have several talk shows and lifestyle programs including food program *Koleksi Tapau Apa*, medical show *Medical Today*, and travel program *1001 Destinasi Malaysiaku*.

iflix Country Manager for Malaysia and Brunei, Diana Boo, said, "On top of offering a vast collection of TV shows, movies, and sports, iflix now keeps users up-to-date with the latest news and current affairs both locally and around the world with iflix News. We are thrilled to announce our partnership with Malaysia's leading and most trusted news agency, Bernama, for timely, newsworthy stories that are relevant to Malaysians."

"This partnership is testament to our continued commitment to offer users the best entertainment experience possible. iflix News comes on the heels of our iflix 3.0 launch, that unveiled an all-new look and feel, with fresh content, that users can enjoy for free. We are excited to be embarking on a new iflix chapter with Bernama. The addition of iflix News is

another step towards creating the most well-rounded entertainment platform, with something for everyone," added Boo.

Bernama Chief Executive Officer, Datuk Zulkefli Salleh, said: "We are very excited to partner with iflix, and have our Bernama News Channel accessible to a global audience. Bernama is proud to be the main gateway to Malaysian news on iflix. We will continue to deliver news that is current and newsworthy."

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 with the widest and most compelling selection of TV shows, movies, hyper local originals, premium live sports and up-to-the-minute news from around the world, to stream or download, on any internet connected device...wherever, whenever.

Created specifically for the more than one billion consumers in emerging markets, iflix now offers users two exceptional experiences through its iflixFREE and iflixVIP offerings.

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.

Learn more at <https://blog.iflix.com>

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