

**FOR IMMEDIATE RELEASE**

## **IFLIX PARTNERS WITH JUKIN MEDIA TO BRING FAILARMY DIRECTLY TO FANS FOR FREE**

**KUALA LUMPUR, August 30, 2018** – [iflix](#), the world's leading entertainment service for emerging markets, today announced an exciting new content partnership with Jukin Media, a global digital media company and one of the most watched online video content producers in the world, that will make Jukin's signature brand, *FailArmy*, available to iflix users worldwide for free.

The new *FailArmy* channel will include *FailArmy*'s signature comedic programming, which is created from the thousands of "fail video" submissions from across the globe that the brand receives on a weekly basis; this includes *FailArmy*'s flagship *Fails of the Week* compilation series, which has been released every week for more than 400 consecutive weeks to a loyal following that has vaulted the series to several billion total video views.

In total *FailArmy* has more than 30 million followers across social media platforms making it one of the most watched and most followed humour video properties in the world.

Over 100 of *FailArmy*'s best instalments will be featured on iflix's brand-new **Feed** feature, a timeline-like content discovery interface, personalised for individual users through a sophisticated algorithm defined by each users preferences and viewing habits.

**iflix Group Chief Content Officer, Sean Carey**, commented, "One of our most engaged audience segments and powerful advocates are youths, Gen-z, and millennials. This mobile-first generation, raised through the convergence of the internet, mobile technology and social media, serve as the foundation of the user-generated content empire, as both creators and consumers. We are very excited to work with Jukin, a world renowned expert in viral short form content, to further expand our iflix Snacks offering, catering to this rapidly growing and highly influential group, as part of our commitment to deliver world-best formats to our subscribers."

**iflix Head of Studio2:15, Craig Galvin**, added, "It is our mission at Studio2:15 to provide the world's most compelling and broadest selection of viral, short form content to audiences worldwide through iflix Snacks. Jukin Media has done a tremendous job of bringing together



the best of television and digital entertainment. We are thrilled to partner with them to make *FailArmy* available on iflix for free.”

“We’re thrilled to be able to bring *FailArmy* to the iflix platform,” said Cameron Saless, Chief Growth Officer of Jukin Media. “iflix is a premium destination for video content in emerging markets, and the perfect partner to continue the expansion of *FailArmy*’s global footprint.”

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 JUKIN**

Jukin Media is a global entertainment company built on the belief that the future of storytelling is user generated. Jukin produces original content for TV, the web, and emerging platforms, and is owner/ operator of a portfolio of social video properties that includes *FailArmy*, *People Are Awesome*, *The Pet Collective*, and *JukinVideo*; the properties combine for more than 125 million fans online and four billion monthly video views. Additionally, Jukin provides a wide range of solutions that allow premium brands, publishers, and media networks, to commercially utilize user-generated video content.

For more information, visit <http://www.jukinmedia.com/corporate>.

## **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.



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.

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

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