

FOR IMMEDIATE RELEASE

IFLIX LAUNCHES FIRST OF ITS KIND 24-HOUR NEWS HUB

KUALA LUMPUR – 23 August 2018 – [iflix](#), the world's leading entertainment service for emerging markets is thrilled to announce the groundbreaking launch of the first of its kind 24-hour live News Hub, iflix NEWS. The all-new broad based, locally relevant service will aggregate live news streams, clips, and linear feeds from leading international, regional and local news authorities and will be available to all users across iflix's 28 markets worldwide from September 3 for free.

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. iflix NEWS regional partners will include CNN, Al Jazeera, DW, CGTN, CCTV 4 and more¹.

iflix NEWS also features direct access to local linear news channels including CNN in the Philippines, Bernama News Channel, and KiniTV in Malaysia, Berita Satu and Kompas TV in Indonesia, Thairath TV and Spring News in Thailand and Mizzima TV in Myanmar. In addition to the linear channel offering, live news segments will also be available in short form format.

iflix Co-founder and CEO, Mark Britt said, "Technology has dramatically reshaped the news and media industries over the past decade. Audiences today, particularly the rapidly growing youth segments want immediate access to the stories and events that are shaping the world around them. Through iflix NEWS, we are working with many of world's most trusted and reputable news sources, to deliver timely, comprehensive stories and current affairs to customers with an exceptional user experience, completely on their own terms."

"We have invested significantly in the creation and development of our new 24-hour News Hub including editorial and curation teams and infrastructure, working in close partnership with international, regional and local content providers. The launch of iflix News is a significant step forward in our commitment to provide customers with the broadest and most compelling selection of content available, which now includes live, linear and clipped news formats in multiple local languages, furthering iflix's ambitions to becoming a truly ubiquitous service," added Britt.

¹ Channel and content availability will vary by territory and commencement date.



LET'S PLAY

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, and now news, 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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