



FOR IMMEDIATE RELEASE

IFLIX PARTNERS WITH TRACE TO FURTHER BOOST PREMIUM MUSIC AND SPORTS OFFERING ON ITS SERVICE

KUALA LUMPUR – September 24, 2018 – [iflix](#), the world's leading entertainment service for emerging markets, and Global Afro Urban media group TRACE, have announced an exciting new content partnership that will make two of TRACE's premium channels available to iflix users worldwide for free, specifically to cater to the company's younger audience.

Today's growing youth population shares a handful of widely acknowledged traits. As a demographic, not only do they have notoriously shorter attention spans, stringent benchmarks for "the best of everything" and binge-happy habits, they are also a highly influential audience segment in defining taste and trends in media and culture. These younger audiences also share a voracious appetite for highly engaging short form content.

iflix now hosts two premium channels to cater to this demand:

TRACE Urban is the #1 international urban music channel, offering a unique insight into global urban music and culture. TRACE Urban airs the most popular urban music videos focusing on the latest Hip-Hop, Pop and R&B hits, as well exclusive interviews of celebrities, magazine shows and documentaries related to urban artists and culture.

TRACE Sport Stars is the #1 sport channel exclusively dedicated to the lives of sports celebrities. Through factual, reality, lifestyle, magazine, gossip and top TV shows, TRACE Sport Stars gives an in-depth access to our beloved champions' lives: their passions, their commitments, their secrets. It features original programs with rights available for syndication, globally.

In addition to the two channels, iflix will add over 20 TRACE music playlists to the platform each month for a truly global music experience. Subscribers to iflix can expect curated selections including gospel, Afro Urban and Latin music, amongst others.

iflix Global Director of Content, Craig Galvin, said: "iflix affirms its content strategy, and its dedicated focus on the mobile-first generation, with this latest content alliance. TRACE is a global market leader in music and sports lifestyle programming and will serve to further boost the Company's growing music, sports and short-form offering aimed at the coveted GenZ and



millennial demographic, demonstrating our commitment to serving the most engaging, culturally-relevant content to this rapidly growing and highly influential group as part of our mission to deliver world best formats to our subscribers.”

Laurent Dumeau, Group Chief Commercial Officer of TRACE, said: "We are delighted to partner with an innovative service such as iflix to offer two of TRACE Group’s most popular channels to iflix’s millions of subscribers in Asia, Africa and the Middle East. TRACE’s mission is to promote and celebrate Afro Urban cultures and to bring them to the world, so we’re always excited to expand the reach of our channels to fans of Afro Urban culture in new markets and territories.”

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>

ABOUT TRACE - TRACE is a global broadcast and digital media company specialized in afro urban music and entertainment. Through its 23 pay TV channels, radios, online and mobile



services, TRACE connects with a 200 million multicultural audience in more than 160 countries. Launched in 2003 following the acquisition of the eponym print magazine, TRACE has become the leading media brand for lovers of Afro Urban culture in Sub Saharan Africa, Europe, the Caribbean and Indian Ocean.

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