

FOR IMMEDIATE RELEASE

JUST IN: IFLIX NEWS

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KUALA LUMPUR – September 21, 2018 – This just in: Malaysians no longer have to choose between entertainment and information. Stay current and on top of headlines with iflix NEWS, a 24/7 news portal delivering stories from home and around the globe, straight from the most respected news sources and direct to you. This is your access to the world – all your news, all in one place.

iflix NEWS partners in Malaysia include Bernama, CNN, Al Jazeera, CCTV-4, CGTN and DW News. Traditional news broadcasts are interspersed with hyper-local talk shows and lifestyle programs you know including *Koleksi Tapau Apa*, *Medical Today* and *Destinasi Malaysiaku*, with many more to come.

iflix NEWS pulls together international, regional and local news from trusted and renowned sources. No time for a 30-minute news report? Watch our curated catch-up clips of the day's current affairs, financial and business reports, world and local news.

“We understand the need for timely, reliable and relevant updates in an online environment saturated with fake, headline grabbing click-bait. Our customers, particularly fast-growing youth segments, want immediate access to stories and events shaping the world around them. Via 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,” Diana Boo, Country Manager of iflix Malaysia and Brunei.

Regional partners in the line-up include CNN, Al Jazeera, DW, CGTN, CCTV 4 and more. 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 The Myanmar Times and Mizzima

TV in Myanmar. In addition to the linear channel offering, live news segments are also available in short form format¹.

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 services 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 spots 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>

¹ Channel availability will vary by territory.



LET'S PLAY

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