

FOR IMMEDIATE RELEASE

IFLIX QUADRUPLES ORIGINALS SLATE

Ramping up its focus on hyper-local original productions, iflix commits to commissioning more than 50 new titles over the next year

KUALA LUMPUR, September 12, 2018 – [iflix](#), the world's leading entertainment service for emerging markets, today announced an aggressive increase to its commissioning slate for 2019, on the back of the exceptional performance of its existing iflix Originals.

2017 marked the launch of original programming at iflix, with a diverse range of offerings from local scripted drama to raw and edgy stand-up comedy. Through its original productions, the Company aimed to set new standards for local content, elevating the production values of local dramas to cinematic levels and giving creatives an uncensored platform for expression.

2018 has seen the acceleration of this strategy, with the premieres of pan-regional alternative culture docu-series, *Coconuts TV on iflix*, more original comedy specials, and straight-from-cinema feature films, *Susah Sinyal* and *KL Special Force*.

While richly diverse in content and format, iflix Originals are universally selected on the basis of deep data analysis, derived from audience behaviours and preferences, as well as data from popular piracy and social media sites. Applying user and audience insights to commissioning strategies, each published iflix Originals has achieved Top 5 watched status in its week of release on the platform.

Indonesian iflix Original, *Magic Hour: The Series*, spun-off from the original film, set new engagement and completion records on iflix when the show launched in December 2017 outperforming top International series *The Flash*, and top Korean drama *Goblin*, with an even higher "binge index".

Malaysian iflix Original, *KL Gangster: Underworld*, a high octane action-crime series also based on the successful local film franchise, saw a completion rate of 70% during the first week of its release and cornered an unparalleled 24% audience share on iflix Malaysia.

iflix is further collaborating with local celebrities and YouTube creators to produce a comprehensive collection of short-form Originals, branded *iflix SNACKS*. Studio 2:15, iflix's

dedicated short-form production studio is on track to produce a total of 2,500 individual episodes to be available on iflix's newly launched iflixFREE service by the end of 2019, with an average 50 new videos uploaded weekly.

iflix Originals aims to fulfil the increasing demands for original content from local consumers whilst cultivating a robust local creative ecosystem in each of iflix's markets of operation. To that aim, iflix has committed to quadrupling its Originals slate by year end 2019, adding at least 12 original television series and 30 movies, as well as exciting new programs centred around sports and music, including Malaysian football.

As previously announced, the Company's production plans additionally include dozens of new OTT/FTA movies through its collaboration with global multi-platform entertainment giant, Wattpad, which will highlight a broad spectrum of local stories in Indonesia.

Global Director of Original Programming, Mark Francis, said: "Pushing boundaries both through the creative process and challenging the status quo in local programming, is at the heart of our Originals strategy. The 2019 slate will tackle new challenges, including scaling success in markets where the talent pool is still shallow. We will continue to explore new genres, capitalise on unpredictability and take (calculated) risks. This game is part witchcraft, part chemistry."

"We see combining outstanding local formats, top local talent, and leveraging local knowledge and creativity as the key to creating truly unique content in each market," added Francis.

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-



LET'S PLAY

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>

For more information, please contact:

Peggy Lee

Global Director – PR & Communications

peggy@iflix.com

[iflix blog](#)

Play now at iflix.com