

**FOR IMMEDIATE RELEASE****IFLIX OFFERS USERS 50 LINEAR CHANNELS FOR 24-HOUR VIEWING**

*With 30 more channels additionally in the pipeline, iflix is on track to offer more than 80 premium linear channels to users by end of 2018*

**KUALA LUMPUR, October 25, 2018** – [iflix](http://iflix.com), the world's leading entertainment service for emerging markets, today announced a significant expansion of its linear channel offering, featuring many of the world's most recognised television brands. These latest additions bring the tally of licensed channels on iflix to 50 currently available and on track to reach 80 channels by year end.

From today, iflix users can access 13 new premium channels including Al Jazeera, TRACE Urban, TRACE Sports, beIN 1 and 2, Outdoor Channel, Bernama, Kompas TV, DW News, France 24, CCTV4 and CGTN in addition to 38 existing channels on the platform.<sup>1</sup>

As television viewing in the traditional sense continues to see precipitous declines with consumers demanding entertainment on their terms, linear channels, with their scheduled programming also face unique challenges and opportunities in redefining their relevance in an on-demand world. With more content available to users than ever before, linear channels represent familiar, trusted destinations for users to navigate and discover content according to their interests.

While on-demand platforms have led the generational transformation of television consumption, time specific content including news, live sports and events, remained relatively undisrupted. Now iflix's live channels offer users live coverage of the world's most popular sporting events and concerts, as well as breaking news coverage from leading news brands, in addition to event and clipped highlights, curated views, and live feed available on any device of their choice.

**iflix Co-founder and CEO, Mark Britt** said, "With now 50 linear channels on offer – soon to be 80, iflix has created a universal remote control, consolidating a confusing array of entertainment options, personalised for each user's individual preferences, all available on any device our users choose, with a single point of navigation to create a one-stop entertainment

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<sup>1</sup> Channel availability subject to licensing per territory.

experience for all. The expansion of our linear channel offerings is an important step forward for our service as we commit greater resources to our world class live offerings hub focused on consumer innovation and customer engagement.”

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>

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