

**FOR IMMEDIATE RELEASE**

## **IFLIX ADDS CHANNEL NEWSASIA TO GROWING NEWS LINEUP**

**KUALA LUMPUR, December 10, 2018** – [iflix](#), the world's leading entertainment service for emerging markets, today announced its partnership with Channel NewsAsia, Southeast Asia's premier English-language Asian news channel.

Channel NewsAsia's linear broadcast will be a key addition to **iflix NEWS**, iflix's 24-hour news hub which aggregates live news streams, clips, and linear feeds from leading international, regional and local news authorities.

Understanding the need for 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.

From today, all iflix users across Asia can access Channel NewsAsia channel for timely news on the latest global developments, business, current affairs, sports, lifestyle, and, entertainment , available both on iflixVIP and iflixFREE.

**Craig Galvin, iflix Global Head of Content**, said, "In a world that is both increasingly local and global, understanding and awareness of current events and news has never been more relevant. With iflix News, we set out to bring timely, comprehensive coverage to users on their terms. We are excited to welcome Channel NewsAsia, one of Asia's leading and most trusted television news channels onboard to deliver current affairs, lifestyle magazine and in-depth analysis shows from an Asian perspective."

**Woon Chuk Chan, Lead, Channel Distribution**, said, "The partnership with iflix is part of our ongoing strategy to remain relevant to a digitally-focused audience, giving users greater freedom and flexibility over their viewing experience. The ever-changing media landscape has provided opportunities for us to deliver authentic features from Asia and around the world, bringing viewers high quality content on-the-go."

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 CHANNEL NEWSASIA**

Channel NewsAsia Singapore was established in March 1999 by Mediacorp, and is an English language Asian TV News channel. Positioned to "Understand Asia", it reports on global developments with Asian perspectives. Channel NewsAsia brings viewers not only the latest news but also the stories behind the headlines. Based in Singapore, it has correspondents in major Asian cities and key Western ones, including New York, Washington D.C., London and Brussels.

The channel is complemented by an online presence at [channelnewsasia.com](http://channelnewsasia.com), and social media services like Facebook, YouTube and Twitter.

Channel NewsAsia (International), was launched in September 2000. It is now viewed in 29 territories across Asia with its satellite footprint stretching across the Middle East, South Asia, Southeast Asia, Northeast Asia and Australia.



LET'S PLAY

Mediacorp is a Singapore-based media company with a complete range of platforms, spanning television, radio, digital and out-of-home media.

For more information, please visit Channel NewsAsia's website at [www.channelnewsasia.com](http://www.channelnewsasia.com).

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