



**FOR IMMEDIATE RELEASE**

## **iflix and Next 10 Ventures Launch the iflix Creators Hub to Accelerate Short Form Video Production**

*Leveraging the expertise of both companies, creators in Indonesia, Malaysia, Bangladesh, and the Philippines will gain access to millions of viewers on iflix's platform*

**KUALA LUMPUR** and **LOS ANGELES** (December 6th, 2018) - [iflix](#), the world's leading entertainment service for emerging markets, and [Next 10 Ventures](#), a venture group focused on the Creator economy, today announced the launch of the first of its kind Creators Hub to fund and accelerate the development of new online video creation in Southeast Asia.

As part of the 12-month program, iflix will commit significant investments of up to USD 5 million with 30 select content creators across Indonesia, Malaysia, Bangladesh, and the Philippines, to facilitate and advance their story-telling and film-making capabilities. Next 10 Ventures will oversee the program and support to the creators as they grow their careers and bring their creative visions to life.

The search for participants, whose work spans comedy, lifestyle, and entertainment content, among other categories, begins today. Creators interested in learning more or applying to the program can visit: <https://www.next10ventures.com/SEAincubator>

"Given the low penetration of paid TV and mobile-first nature of emerging markets, there is a huge opportunity to reach audiences through authentic, short-form content. Since launching iflix Snacks in April, we have seen immense gains in engagement from this category, particularly our local originals," Craig Galvin, iflix, Global Head of Content states. "Working with local content creators, we have been consistently inspired and impressed with the level of talent and creativity that exists natively in our markets. We are very excited to partner with Next 10 Ventures to invest in, develop and support this and future generations of filmmakers through the iflix Creators Hub."

With over 250 million people under the age of 25 in the Southeast Asian countries targeted for the program, and over 100 million people consuming online video in the same countries, there is enormous potential to reach mass audiences online. Unlike the United States and Europe, this won't be via desktop and laptop computers. In Southeast Asia's mobile first territories, [90% of](#)



[internet users access the internet via their smartphones](#). Just as consumers and advertisers in the US and Europe [want local content in their own languages](#), so too do Southeast Asian consumers and advertisers. With 60% of video consumption happening on mobile phones, there is a rich and exciting opportunity for creators to grow an audience and career in the online video industry.

Built with a creator-centric approach in mind and focus on meaningful content, Next 10 Ventures was established in March 2018 with offices in Singapore and Los Angeles, and is led by Benjamin Grubbs, formerly YouTube's Global Director of Top Creator Partnerships. Grubbs founded the company with a mission to propel the long-term growth and sustainability of the creator ecosystem. Grubbs is joined by Paul Condolora as COO. Condolora was most recently the Global Co-Head of the Harry Potter franchise at Warner Bros.

In addition to managing and operating the program, Next 10 Ventures will provide guidance and support for creators with an emphasis on *Community Building, Creator Wellness and Career Counseling, Skills and Experience Development, and Creative Inspiration for Future Content Development*.

The partnership between iflix and Next 10 is a joint commitment and investment in local filmmakers, aimed at filling a gap in the existing model, guaranteeing an income stream for talented story-tellers and supporting them with a large platform and creative environment alongside local, regional and international peers.

The iflix Creators Hub will launch in April with a boot camp in Bali where participants will have the opportunity to build relationships with fellow creators, and receive hands-on training related to content production, programming and planning. The two companies will also pilot a live event experience in Jakarta in the second half of 2019, focused on bridging the gap between consumers and the online creator community.

"We're excited about our partnership with iflix and are fully aligned with them around a common vision to support the next wave of original content creators. We are combining iflix's reach and commitment to supporting local storytellers, with our years of experience working with online content creators. This program will bring creators in Southeast Asia a new way to realize their



creative vision and set themselves up for a long-lasting career,” said Benjamin Grubbs, CEO of Next 10 Ventures.

For those interested, and a list of iflix content eligibility requirements, please visit: <https://www.next10ventures.com/SEAincubator>, or you can email [creators@next10ventures.com](mailto:creators@next10ventures.com)

### **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 Next 10 Ventures**

Next 10 Ventures is a new kind of venture group, who is both a global investment and operating company focused on the Creator economy with offices in Los Angeles, CA and Singapore. Our team consists of an uncommon mix of marketers, brand managers, engineers, and education advocates from the likes of YouTube, Google, Warner Bros., eBay, Yahoo!, Turner Broadcasting and Accenture -- that have scaled products and services to billions of people worldwide.

Next 10 Ventures is focused on the long-term growth and sustainability of the Creator ecosystem, and takes a vertically integrated approach to build and scale businesses ranging from concept incubation to startup capital, and joint ventures. We’re passionate about finding and empowering



artists and entrepreneurs of all ages, from anywhere in the world, who are building great content and brands on social media platforms.

Visit us at: [www.next10ventures.com](http://www.next10ventures.com)

###

Media Assets: [https://drive.google.com/drive/folders/13LPoN\\_n0TYQ1Q-Pr43llaleVNCQr16rz?usp=sharing](https://drive.google.com/drive/folders/13LPoN_n0TYQ1Q-Pr43llaleVNCQr16rz?usp=sharing)

**For more information:**

Peggy Lee  
Global Director – PR & Communications  
[peggy@iflix.com](mailto:peggy@iflix.com)

Eric Gonzalez  
PR Manager - Next 10 Ventures  
[eric@vscpr.com](mailto:eric@vscpr.com)