

FOR IMMEDIATE RELEASE

IFLIX LAUNCHES MOBILE WEB APP TO FURTHER DRIVE ENGAGEMENT

KUALA LUMPUR, December 5, 2018 – [iflix](#), the world's leading entertainment service for emerging markets, today announced the launch of its Progressive Web Application (PWA), a pure web app with a native like experience for Android mobile devices.

Consumers no longer need to download the iflix app from their app store to enjoy many of iflix's most popular features. The all new PWA runs, self-contained, in an app like experience, ensuring speed of access and reliability, even in areas of low connectivity.

Combining the finest user experience offered by its native application with this new mobile web experience, iflix now offers seamless access and the best of both app and web worlds.

iflix's new mobile web experience works on-demand and is always accessible, without taking up valuable smartphone memory or data. Being much lighter than a native app, it loads faster and consumes significantly less data and storage.

Consumer brands around the world, from Twitter to Starbucks have reported significant business gains utilising this web technology:

- Broadly, PWAs have led to an average 68% increase in mobile traffic for business with 15% faster load times and 52% increased conversions;
- PWAs require 25% less storage than native apps.
- Twitter saw 65% increase in page views following the launch of their PWA;
- Forbes saw an increase of 43% in time spent per user session;
- Tinder's PWA saw load times decrease by 50% in comparison to its native app, leading to longer session times and increased engagement.

PINTEREST CASE STUDY

103% WEEKLY ACTIVE USERS
312% ACTIVE USERS IN INDIA
296% SESSION LENGTH
401% PINS
370% LOGINS
843% SIGNUPS YEAR-OVER-YEAR

ALL IN NATIVE APPS

Metrics pointed to an 80 percent higher engagement rate in our native apps, so the decision was made to go all-in on our apps for iOS and Android - [Zack Anzide](#) | Engineering manager

FLIPKART CASE STUDY

200% LOWER DATA USAGE
200% SESSION LENGTH
40% RE-ENGAGEMENT
70% CONVERSION

Andy Paterson, iflix Vice President of Product, said, “This launch is a significant leap forward aligning technology development to our vision of democratising entertainment for the mass market. Our new mobile web app will deliver great experiences for any device in any connectivity. This is enormously valuable to customers in emerging markets which are mobile-first but can face challenges when it comes to consistent and reliable internet access.”

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,



LET'S PLAY

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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[iflix blog](#)

Play now at iflix.com