

FOR IMMEDIATE RELEASE

CNN PHILIPPINES PARTNERS WITH LEADING STREAMING SERVICE IFLIX

MANILA – December 10, 2018 – iflix, the world's leading entertainment service for emerging markets, today announced its partnership with CNN Philippines, in a strengthening of its channel offerings for iflix NEWS. The all new dedicated CNN Philippines channel will further enable the network to reach mobile audiences across the country, significantly extending its viewer base.

iflix users across the Philippines can now access a full roster of CNN Philippines programs live—from hourly news and current affairs programs to multi-awarded sports, documentary and international shows on the iflix CNN Philippines channel – available to users for free on iflixFREE and iflixVIP.

CNN Philippines President Armie Jarin-Bennett says that the partnership with iflix is a timely move to service a viewership whose consumption habits are rapidly switching to mobile. “We at CNN Philippines do our best to provide fair, accurate and balanced news and information not just on TV, but through other forms of media as well. This partnership with iflix is a very exciting step in our goal to be the trusted name in news—not just on-air, but online as well.”

Commenting on the value of delivering the news straight to its subscribers, Sherwin de la Cruz, iflix Philippines Co-founder and Country Manager said: “We are thrilled to partner with CNN Philippines to deliver timely, comprehensive and relevant news to our users around the country. In an online environment saturated with fake, headline grabbing click-bait, our customers want immediate access to the real stories and events shaping their world. With iflix NEWS, we work with the most trusted and reputable networks, like CNN to deliver news and current affairs with an exceptional user experience, completely on their own terms.”

CNN's high-definition linear television broadcast is the latest 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, including Bloomberg, Channel News Asia, Al Jazeera, DW news, and CGTN.



LET'S PLAY

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, and now news, each subscription allows users to access the services 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 spots 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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