

FOR IMMEDIATE RELEASE**IFLIX AND TWITTER ANNOUNCE MAJOR NEW COLLABORATION TO EMPOWER FOOTBALL FANS TO JOIN THE CONVERSATION**

In a first of its kind collaboration in Southeast Asia, iflix will power the live stream of more than 200 MFL matches on the social media platform.

KUALA LUMPUR, January 31, 2019 – [iflix](#), the leading entertainment service for Southeast Asia, and social media platform Twitter, are thrilled to announce their exclusive landmark collaboration, in an unprecedented move to revolutionise fan access to premier football in the region.

For the first time in Malaysia, fans will experience the cutting edge of digital integration and innovation in sport. With this collaboration, iflix and Twitter are combining live stream technology and social media commentary to engage the mobile-first generation like never before.

All season, beginning with the first kick-off on February 1, football fans across Southeast Asia will have direct free access to more than 200 Malaysian Football League matches on all connected devices via Twitter on iflix's state-of-the-art new Webview Player, no download, no sign up, no login required. With a Twitter login, however, fans can participate in the real-time commentary, interactive game-play, and featured polls via select hashtags throughout each match.

In addition to live streaming matches, iflix will make real-time highlights, clips, and interviews, available via Twitter Moments as an immersive – and shareable – football community building tool for fans and clubs.

Bridging iflix's world-class live streaming technology with Twitter's pioneering real-time engagement, this exciting development will enhance the viewing experience and bring millions of fans even closer to the game.

iflix acquired exclusive online video streaming rights to MFL matches in the ground breaking 10-year joint venture with Malaysia Football League in January 2018. Since then, the Company has live-streamed matches across all major tournaments including *Piala Sumbangsih*, *unifi Liga Super*, *Shopee Piala FA*, the inaugural *Malaysia Challenge Cup*, and *unifi Piala Malaysia*, as well as more than 800 episodes of catchups, highlights, and original shorts, on the dedicated

Football Malaysia on iflix channel, available on iflixFREE and iflixVIP, via the native app, [mobile web app](#)¹, and [dedicated microsite](#).

In addition, iflix is collaborating with football portals Semuanya Bola and Goal.com to bring live matches closer to the fans with the integration of iflix's live stream service.

iflix Co-Founder and Group CEO, Mark Britt, said, "This is a massive leap forward for iflix in our mission to democratise Malaysia's favourite sport. Last season, we set out to return football to the people, the true fans of the game, who were denied access by expensive, monopolistic cable companies. We are so proud to be the first video streaming service in Southeast Asia to power MFL live-streaming technology on Twitter, and driven by the opportunity to liberate the sport and empower the fans."

Twitter Head of Sports Partnerships, SEA and Greater China, Maurizio Barbieri, added, "Broadcasting every game of the season for a premier first-division football league is a first for Twitter in Southeast Asia, and a remarkable opportunity to combine the huge amount of football conversation on the platform with the premium content that drives this. We have enjoyed great success live-streaming with leading sports broadcasters around the world, so we are excited to collaborate with iflix to bring more live football to one of the most passionate fanbases in the world."

Malaysia Football League CEO, Kevin Ramalingam, commented: "The pioneering vision behind this deal represents exactly why MFL chose to work with iflix a year ago. We are excited with the digital integration and innovation in sport, and proud to be part of the future of football for the region."

Semuanya Bola CEO, Shahrir Bahar, affirmed – "Malaysia's vibrant football culture and passion for the sport is obvious across social media channels. iflix and Twitter will empower fans and pundits to expand this digital community by enhancing their collective experience to dictate the future of sport entertainment."

This collaboration builds on iflix's growing live sports streaming offering which includes UAAB basketball in the Philippines, Liga 1 football and the McGregor v Mayweather bout in Indonesia and T10 and T20 cricket in Bangladesh.

¹ Available via any browser, and on Android mobile devices only. For now.

Now available to over one billion consumers throughout Asia, the Middle East and North 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 leading entertainment service for Southeast Asia 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.

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, Nepal, Bangladesh and Morocco.

Learn more at <https://blog.iflix.com>

ABOUT TWITTER

Twitter is what's happening in the world and what people are talking about right now. From breaking news and entertainment to sports, politics, and everyday interests, see every side of the story. Join the open conversation. Watch live-streaming events. Available in more than 40 languages around the world, the service can be accessed via twitter.com, an array of mobile devices, and SMS. For more information, please visit about.twitter.com, follow [@Twitter](https://twitter.com), and download both the Twitter and Periscope apps at twitter.com/download and periscope.tv.

[Football Malaysia on iflix hype reel](#)

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