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IFLIX AND SCREENPLAY FILMS SET TO REVOLUTIONIZE INDONESIAN ENTERTAINMENT; UNVEIL NEW CONTENT LINE-UP FOR 2019

New iflix Originals will feature premium horror series, made-for-OTT movies based on Wattpad stories, with exclusive popular local movies direct from cinemas produced by Screenplay Films

JAKARTA, February 20, 2019 – [iflix](#), Southeast Asia’s leading entertainment service, in collaboration with Screenplay Films, Indonesia’s premier production house, today unveiled an exciting line-up of premium content for 2019 to offer Indonesian audiences the largest library of hyperlocal programming to stream and download, for free. The slate is an unprecedented boost to the Company’s free content offering and features even more first-run movies direct from cinema and a bold catalogue of original programming.

More straight-from-cinema exclusive feature films

As part of the companies’ ongoing partnership, iflix users across Indonesia can look forward to more of Screenplay Films’ most acclaimed titles, straight from cinema, exclusively on iflix, including *Something in Between*, *Dancing in the Rain*, *Orang Kaya Baru*, and *Calon Bini*.

New iflix Originals horror series

iflix is expanding its original productions slate in 2019 to include a young adult supernatural horror series. *Conversation with Ghosts* (working title) is a six-part horror drama that tells a story of a girl who just wants to fit in at her new campus, but discovers she has supernatural abilities and a connection to the Occult which threatens to alter her destiny forever. Featuring some of Indonesia’s hottest screen stars, the project is an inaugural dive into serialised horror for both companies.

Sixteen exclusive made-for-OTT movies

iflix has also partnered with Screenplay Films to produce 16 of the 26 made-for-OTT movies that form part of the [Company’s deal with Wattpad](#).

The selections were carefully curated using Wattpad’s Story DNA Machine Learning technology, giving iflix access to Wattpad’s insights into some of the most read and most



promising titles, top "trending" titles, and the chance to work with some of the most popular and influential authors on the platform. iflix has received a deeper, analytical look at story-level data, including chapter performance and engagement, plot analytics, and even characters that will guide the importance given to these elements when the stories are adapted to films.

The collection includes a range of genres including action, comedy, drama, and romance and represents iflix's industry-leading commitment to producing compelling content specifically catered to Indonesian audiences. The made-for-OTT movies produced will join iflix's array of premium original content, significantly diversifying and expanding the company's existing line-up of Originals. When the films are launched, they will also be co-marketed on the Wattpad platform, tapping into the stories' pre-existing fanbase.

Since 2016, the deepening collaboration between iflix and Screenplay Films has seen the introduction of 12 of the studio's most popular and successful movies featured exclusively on the platform for the first time, straight from cinema, including *Promise*, *Jailangkung 1 and 2*, *One Fine Day*, *Surat Cinta untuk Starla: The Movie*, *The Perfect Husband*, *ILY from 38,000ft.*, *Headshot*, *Magic Hour* and the *London Love Story* trilogy.

iflix's first original series, a spin-off to Screenplay Films' 2015 box office hit *Magic Hour*, was also a resounding success for the Company when it launched in 2017, setting new engagement and completion records, and outperforming all other series on the platform, including international sensations *The Flash* and *Goblin*.

Mark Francis, iflix Global Director of Original Programming, added, "The 2019 slate of Original productions really builds on the success that our partnership with Screenplay helped establish via *Magic Hour The Series 1 and 2*. We're now extending our creative partnership with a bold new horror series this year. We know it's a genre that Indonesians love – but we also have a lot more shows in development including thriller, action, family, and of course, more epic teen romance."

"The Indonesian content ecosystem is primed for growth thanks to the proliferation of OTT, and because younger audiences are hungry for a new kind of premium local content, it's



imperative we commit to serving them the most compelling local titles via the box office, but also elevate the quality of conventional “tv series” via our Originals. It’s precisely through key partnerships such as this, that we can deliver a real 1-2 punch and start to revolutionize the entertainment scene,” he added.

Screenplay Films CEO and Founder, Sukhdev Singh, added “2019 marks the third year of collaboration between Screenplay Films and iflix. Being the premiere destination for a variety of content, iflix has evolved as a creative and innovative entertainment service. Not only has it become the main source for romance, but also comedy and horror content, catering to users across Indonesia with tremendous success for both companies.”

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 Southeast Asia’s leading entertainment service 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, the Philippines, Thailand, Indonesia, Sri Lanka, Brunei, the Maldives, Pakistan, Vietnam, Myanmar, Saudi Arabia, Jordan, Iraq, Kuwait, Bahrain, Lebanon, Egypt, Sudan, Cambodia, Nepal, Bangladesh, and Morocco.

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



ABOUT SCREENPLAY FILMS

Screenplay Films is an innovative production company that thrives to produce distinguished feature-length films with an array of genres. An extension of the acknowledged Screenplay Productions, the recently established company collaborates with Indonesian prominent actors and actresses, directors and creative team to fulfil its commitment and captivate the Indonesian evolving market. Screenplay Film's debut film, *Magic Hour* instantly gained a domestic box office figure in its opening week and followed with succeeding box office films of diverse genres, including *London Love Story*, *ILY from 38,000 ft.*, *Headshot*, *Promise*, *London Love Story 2*, *Jailangkung*, *One Fine Day*, *Surat Cinta untuk Starla: The Movie*, *London Love Story 3*, *The Perfect Husband*, and *Jailangkung 2*. Keen-sighted of the profound achievement, Screenplay Films heightened its production significance through effective global network collaboration to aptly release films for worldwide distribution.

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