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IFLIX BRINGS MARCH MADNESS AND MORE TO SOUTHEAST ASIA WITH LAUNCH OF ZSPORTS CHANNEL

KUALA LUMPUR, March 18, 2019 – [iflix](#), Southeast Asia's leading entertainment service, is proud to announce the launch of **ZSPORTS** – a premium sports linear channel – in multiple Southeast Asian markets, on iflixFREE and iflixVIP.

Available from mid-March in Malaysia, Brunei, Indonesia, Thailand, Cambodia, Vietnam, and Myanmar, the launch coincides with the coveted NCAA Division I Basketball Championships (colloquially known as March Madness) where 68 American collegiate teams will compete in a single-elimination tournament over three weeks to become national champion. ZSPORTS will feature live coverage of most games including the “Final Four”, from March 20 (MYT) as well as repeat broadcasts of select games.

In addition to March Madness, the dedicated ZSPORTS channel, the Home of American Sports in Asia, will provide viewers with over 1,000 hours of live sporting events each year, including NCAA basketball and football, the National Hockey League's regular season, playoffs and Stanley Cup, X Games and motorsports, as well as local and regional sporting events catering to hardcore and casual fans alike.

Craig Galvin, iflix Global Head of Content, said “March Madness is one of America's biggest sporting events, a staple on any sports calendar, and we're excited to give fans across the region virtual front row seats to tomorrow's NBA stars, today.”

“iflix is proud to welcome ZSPORTS to the Company's growing premium sports offering in our commitment to providing our audiences the best and broadest range of world-class competitions,” he added.

Howard Jiang, CEO of ZSPORTS, commented, “Partnering with iflix is a major milestone for us and increases our channel reach to millions of users on the fastest growing entertainment platform in Southeast Asia, pleasing hardcore and sports fans alike.”

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 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, Nepal, Bangladesh and Morocco.

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

ABOUT ZSPORTS

ZSPORTS is a newly launched pan-Asian media sports network that offers premium live and exclusive programming uniquely focused on North American sports leagues and sports content to Asian Pay-TV and digital media platforms.

With a footprint covering 12 different Asian territories, ZSPORTS combines live NHL, NCAA football and basketball programming with extreme sports, esports, motorsports and local sports. ZSPORTS will build and connect a vibrant sports community via social media, whilst providing high quality programming showcasing the highest level of competitive play and skills in the world.

The ZSPORTS full content line up will be feature broadcasts of many popular sports leagues and events. In addition to this, we will be building out our local offerings in the form of local-language content and local sporting event coverage. We believe this localization will be an added-value benefit to help propel our growth by building an even more incredible sports fans network across the region.



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