

## IFLIX AND JTBC ANNOUNCE STRATEGIC INVESTMENT TO DELIVER BEST KOREAN CONTENT ACROSS ASIA

**DENPASAR, APRIL 24, 2019** – [iflix](#), Southeast Asia’s largest digital entertainment service, today announced that JTBC, South Korea’s leading media company, through its content distribution arm, JTBC Content Hub, has become a strategic investor in the company.

Through this alliance, iflix will distribute JTBC’s premium content across Asia, setting the stage for further collaborations that may include co-productions in iflix markets.

JTBC has built its reputation as the source of South Korea’s fresh, youth-centric content that boldly embraces new formats. With its dramas, the company has made history for tackling complex and controversial themes, as well as setting viewership records in South Korea.

As part of the deal JTBC’s most popular content will be featured on iflix for free, including beloved South Korean dramas *Welcome to Waikiki 2* and *The Wind Blows*, as well as top variety shows such as *Men on a Mission* and *Chef and My Fridge*, just one month following their Korean broadcasts.

In addition to premium catch-up TV, JTBC will also contribute an extensive library, exceeding 500 hours, of top-rated dramas, including *SKY Castle*, *Cleaning with Passion Now*, *ID: Gangnam Beauty* and *Ms. Hammuribi*, to iflix which will also be available to all iflix viewers for free.

The explosive growth of Korean dramas has propelled the genre into the mainstream even outside South Korea. At iflix, this key vertical has seen exponential growth, consistently ranking high for user acquisitions and engagement in line with the Company’s target market, regardless of territory.

**Mark Britt, iflix Co-Founder and Group CEO**, added, “JTBC is a powerhouse in Korea, producing exciting new content that reflects the dynamic Korean entertainment industry. We are thrilled to welcome JTBC to the iflix family as investors and collaborators in our commitment to providing our viewers the most compelling free content in the region.”

**Kyungmoon Jung, Chief Executive Officer of JTBC Content Hub**, commented, “iflix is a leading OTT service provider in Southeast Asia, and is providing quality content all over the region through its innovative platform. We are very glad that we could partner with iflix through

this transaction. With its fast-growing economy and attractive demographics, Southeast Asia has always been one of the most important regions to JTBC. Through iflix, we hope more and more SEA people enjoy JTBC's exciting and trend-leading content".

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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 JTBC AND JTBC CONTENT HUB**

Launched on December 1, 2011, JTBC quickly became the most innovative and influential television network in Korea with its quality content and programs. JTBC has successfully differentiated itself from other TV networks by delivering thorough and reliable news with speed and accuracy, and producing creative dramas and trendy entertainment shows. *Newsroom*, JTBC's evening news program, is one of the most popular news programs in the nation, and was selected as the most trusted broadcast program for 5 consecutive years. For scripted shows, with its hit drama line-ups such as 'SKY Castle', 'Misty' and 'Something in the Rain', JTBC has received rave reviews in terms of both quality and entertainment. Well-positioned as a trend setter in Korean entertainment industry, JTBC will continue to appeal to both domestic and global audiences.

JTBC Content Hub is an affiliated company of JTBC, and has content distribution and drama production as its main businesses. Its content distribution division exclusively distributes JTBC's content domestically and globally with its wide sales network with global TV channels and OTT service providers. JTBC Content Hub's drama production division has produced JTBC's hit dramas such as *SKY Castle*, *Something in the Rain* and *The Lady in Dignity*.

## **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.

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>

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