

Media Release

For immediate release



MEDIACORP AND IFLIX PARTNER TO BRING “MADE IN SINGAPORE” CONTENT TO AUDIENCES ACROSS ASIA

Singapore, 9 April 2019 – Mediacorp today announced a strategic partnership with iflix, Southeast Asia’s leading entertainment service, paving the way for more than 500 hours’ worth of its locally-produced English and Chinese language content to be enjoyed by subscribers in 13 countries across Asia. This will see Mediacorp’s premium content feature on both iflixVIP, the platform’s traditional Subscription Video On Demand tier, and iflixFREE, the platform’s ad-supported tier.

iflix offers users 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 with a regional footprint that includes Malaysia, Indonesia, the Philippines, Thailand, Brunei, Sri Lanka, Pakistan, Myanmar, Vietnam, the Maldives, Cambodia, Nepal, and Bangladesh. These markets are aligned with Mediacorp’s plan for growth in the content distribution business. Through this collaboration, Mediacorp wants to further expand its footprint especially in countries such as Indonesia, Myanmar and the Philippines, which the Singapore media giant hopes to see successes similar to Indochina markets Cambodia and Vietnam.

From 1 April 2019, all iflix subscribers in Asia will be able to access an extensive Mediacorp library of popular made-in-Singapore dramas, variety shows and movies. Consisting of memorable classics and recent blockbusters, including award-winning Chinese classics such as *The Unbeatables III*, *The Little Nyonya* and *C.L.I.F.*, in addition to celebrated English titles such as *Code of Law* and *Phua Chu Kang*. Mediacorp will also simulcast the second season of its English long-form drama *KIN*, so that iflix viewers can enjoy the drama at the same time as Singapore viewers. Season one of *KIN* is also available for users to binge-watch at one go.

“We are very happy to partner iflix to bring our ‘Made in Singapore’ content to more viewers in the region. This collaboration is yet another testament to the quality and universal appeal of Mediacorp content, which transcends language and culture. iflix’s geographical reach will help to further extend our entertainment footprint in Asia, following our successful content deals with other video streaming players such as Netflix, China’s Youku and Tencent,” said Mediacorp’s Chief Content Officer, Doreen Neo.

Craig Galvin, iflix Global Head of Content, said, “Our deepening relationship with a progressive partner like Mediacorp, Singapore's largest content creator and transmedia platform, is a massive boost to iflix’s Advertising Video On Demand business.”

“This is just the first step and a significant milestone that empowers iflix to continue to deliver the most relevant and compelling content to users in our territories for free, and we look forward to building on this partnership,” he added.

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About Mediacorp

Mediacorp is Singapore’s largest content creator and transmedia platform, operating seven TV channels, 11 radio stations and multiple digital platforms including CNA, Singapore's most used news app, and Toggle, its digital video platform. Its mission is to engage, entertain and enrich audiences by harnessing the power of creativity.

Mediacorp pioneered the development of Singapore’s broadcasting industry, with radio broadcast in 1936 and television broadcast in 1963. Today, it reaches 99% of Singaporeans in four languages and has a growing Asian audience base through CNA as well as entertainment content that is distributed across markets in the region.

The Mediacorp Partner Network brings Mediacorp together with industry-leading brands like ESPN, Edipresse Media and 99.co to deliver rich content for consumers and effective solutions for advertisers.

Mediacorp is the recipient of industry accolades including New York Festivals, World Media Festivals, PromaxBDA (World and Asia) and Asian Academy Creative Awards.

For more information, please visit mediacorp.sg

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>
