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IFLIX AND VIVA JOIN FORCES FOR A MULTI-FACETED ENTERTAINMENT PARTNERSHIP

MANILA JULY 12, 2019 – [iflix](#), Southeast Asia's leading entertainment service, is set to redefine the entertainment landscape anew with by joining forces with one of the biggest multimedia companies in the Philippines, Viva Communications, Inc. The deal combines Viva's unique understanding of Filipino creativity with iflix's expertise in reaching a wide audience through its streaming platform to bring compelling content to viewers everywhere.

In its first phase Viva's extensive library of film classics, modern indie pieces, live concerts and series will be available on both iflix's FREE and VIP tiers. A wide selection of Hollywood films and K-dramas dubbed in Filipino will also be premiering on the platform as well. The scope and quality of the content that is available to viewers stays true to Viva's tagline "*Iba 'pag Viva!*"

On a larger scale, iflix and Viva have also set the wheels in motion for a series of collaborations, with the goal of completing 30 films and nine series over the next three years. And to top off the list, Viva is looking to international shores, with iflix's help, with upcoming projects in Indonesia and Malaysia featuring Filipino and local talent.

The multi-faceted partnership was officially announced in an exclusive event held recently at Common Ground BGC, which was attended by members of the press, clients and celebrities, with special guests **Patrick Grove, iflix Co-Founder and Chairman, Mark Britt, iflix Co-Founder and Group CEO, Boss Vic del Rosario, and Viva Communications' Chairman, Vincent del Rosario, Viva Communications COO and President.**

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.



LET'S PLAY

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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