



**FOR IMMEDIATE RELEASE**

## **IFLIX INTRODUCES MARKET FIRST CONTEXTUAL SEGMENT TARGETING TO EMPOWER BRANDS TO BETTER REACH AUDIENCES**

**KUALA LUMPUR – July 3, 2019 – iflix Advertising**, [iflix](#)'s brand solutions business, today announced a suite of advanced targeting solutions to deliver more effective brand messages to highly-engaged audiences.

iflix now offers brands the chance to employ the Company's rich proprietary data to target viewers based on contextual insights, going beyond pure demographic and device ID targeting.

Contextual segment targeting allows brands to reach audiences that matter to them the most by combining iflix's first-party intelligence (including browsing and streaming data, as well as genre and programming preferences), with third-party verified demographic data, for a holistic insight into viewing preferences and behaviours. To empower brands further, iflix has also introduced pre-defined audience segments to be targeted via direct or programmatic-guaranteed deals.

Since launching in January 2019, **iflix Advertising** has become Southeast Asia's leading premium digital video advertising solution. The Company's video inventory regularly performs as much as 5.5 times better against industry benchmarks for quality and completion in the region. Brands have the means to align themselves with world-class content and entertainment on a global scale and access multiple advertising formats which include sponsorships of top titles, playlists and channels and premium video ads, as well as bespoke content solutions including brand integrations in iflix Original productions.

Regional and global brands are integrating **iflix Advertising** into their campaigns to drive reach, improve efficiency, engage with the highly-coveted millennial demographic, and to create native brand experiences that leverage the power of premium on-demand content.

**Mark Britt, iflix Co-Founder and Group CEO**, said "iflix is in a unique position to pair leading brands with world-class content in a premium brand-safe environment and to offer



advertisers targeted, quantifiable, and verifiable avenues to reach highly-engaged audiences on our platform.”

“We fundamentally believe everyone deserves to be entertained, and we are proud to offer our customers the largest catalogue of premium local and international programming for free, powered by advertising.”

## **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> | For advertising opportunities: [advertising@iflix.com](mailto:advertising@iflix.com)

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