



FOR IMMEDIATE RELEASE

IFLIX ADVERTISING LAUNCHES EXCLUSIVE PROGRAMMATIC PACKAGES ON GOOGLE'S DV360 MARKETPLACE

iflix is the first OTT to join the Google Marketplace in Indonesia, Malaysia and the Philippines.

KUALA LUMPUR, October 4, 2019 – iflix Advertising, iflix's brand solutions business, today expanded its suite of advanced advertising solutions with Google's Marketplace Spotlight Audiences, to deliver more effective brand messages to highly-engaged audiences, programmatically – [another first for an OTT platform](#) in Malaysia, Indonesia and the Philippines.

Since July 2019, [iflix Advertising has offered advertisers and marketers the chance to employ the Company's rich proprietary data](#) to reach viewers based on contextual insights in direct campaigns. Now, that same first-party intelligence combined with third-party verified demographic data can be traded programmatically through predefined custom audience segments on Google's DV360 Marketplace.

iflix employs thousands of data points across 270 traits and behaviours through its proprietary app per day, to better understand user signals and measure engagement. Based on this data, iflix Advertising has created custom audience segments that correspond with defined inventory packages, such as Kids & Family, Drama & Korean and many others, to make it easier for brands to navigate unique deals within the DV360 Marketplace.

Charles Less, iflix Head of Sales, said, "Digital advertising in the OTT space can be complex. We're making it easier than ever for brands to align their messaging against premium content and reach their preferred audience segments, programmatically. Our integrations with world-class trading platforms like Google's DV360, allow us to meet advertisers and marketers on their terms."

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.

ABOUT IFLIX

iflix is Southeast Asia's leading entertainment service with the widest and most compelling selection of TV shows, movies, hyperlocal originals, premium live sports and up-to-the-minute news from around the world, available to stream or download, on any internet connected device...wherever, whenever.

iflix 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, Cambodia, Nepal, and Bangladesh.

Learn more: <https://blog.iflix.com> | Advertising opportunities: <https://advertising.iflix.com>

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