



FOR IMMEDIATE RELEASE

IFLIX ADVERTISING RAISES BAR ON PROGRAMMATIC TRADING WITH GOOGLE'S OPEN BIDDING SOLUTION

iflix is one of the first OTT services in SEA to introduce Open Bidding

KUALA LUMPUR, October 1, 2019 – iflix Advertising, [iflix](#)'s brand solutions business, today announced a transformational advancement in programmatic trading with a move to **Google's Open Bidding** solution – a first for an OTT platform across Malaysia, Indonesia and the Philippines..

The new partnership raises the bar on digital advertising across Southeast Asia as it enables equal opportunity for all programmatic partners to compete in real-time for iflix inventory alongside Google Ad Manager and direct campaigns, while still delivering guaranteed deals. iflix's integration with Google's Open Bidding moves away from traditional waterfall and client-side header bidding, eliminating inefficiencies such as line item complexity and latency, to offer an optimal experience to viewers and brands, on both premium video and in-stream displays.

Charles Less, iflix Head of Sales, said, 'It is integral to our growing advertising business that we offer advertisers best-in-class programmatic trading solutions. As the first OTT platform across Malaysia, Indonesia and the Philippines to adopt Google's Open Bidding solution, iflix is ensuring effective and efficient trading against the largest volume of premium brand-safe videos to benefit all advertisers.'

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>

For more information, please contact:

Sabina Medarevic

iflix Head of Communications

sabina@iflix.com