

FOR IMMEDIATE RELEASE

IFLIX DOUBLES DOWN ON ADVERTISING BUSINESS

Company appoints new CTO to lead dedicated engineering team for its ad business.

KUALA LUMPUR, October 9, 2019 – [iflix](#), Southeast Asia's leading entertainment service, today announced it is doubling down on its digital advertising business, **iflix Advertising**, in response to the growing demand for premium programmatically-traded advertising solutions in the OTT space.

The Company has appointed industry veteran Kevin Liu as the new Chief Technology Officer of Ads to spearhead the programmatic strategy and lead an engineering team specifically dedicated to the advertising business. Prior to iflix, Liu led product architecture and SSP products at FreeWheel, where he developed multi-layered domains of ad technology and brings with him world-class expertise from China and the United States.

In his new role, Liu will accelerate the development of iflix's programmatic tech stack, which already features partnerships with industry-leading SSPs (including FreeWheel, SpotX, and Xandr), and DSPs (DV360 and The Trade Desk), as well as key reporting and attribution services, including Oracle's MOAT and Nielsen DAR, that verify the high engagement of iflix's audience.

Mark Britt, iflix Co-Founder and Group CEO, said, "iflix Advertising connects premium brands with premium audiences on premium content. As this industry continues to evolve, iflix is committed to helping brands and our agency partners navigate this exciting opportunity on OTT with best-in-class programmatic solutions. We are delighted to have Kevin lead this exciting endeavour. His proven track record in developing video ad technology and programmatic strategy will be a key driver in propelling iflix Advertising to new heights."

"What iflix has achieved in less than a year with its advertising products is remarkable. The digital advertising ecosystem may be a fragmented one, but I look forward to building on the company's success and empowering forward-thinking marketers who want to reach highly engaged audiences," added Liu.

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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