



FOR IMMEDIATE RELEASE

IFLIX, AXIATA AND CELCOM INDULGE COMIC, ANIME AND GAME FANS WITH NEW ORIGINAL REALITY SERIES, 'COSPLAY HEROES'

Asia's first reality cosplay competition features six creative and talented Malaysian cosplayers racing to win the grand prize of RM10,000

KUALA LUMPUR, 3 February 2020 – [iflix](#), Southeast Asia's leading entertainment service, today announced the launch of an exciting new original reality series, [Cosplay Heroes](#), exclusively on iflix. The series is co-produced by Axiata Group Berhad and supported by Celcom Axiata Berhad.

Cosplay Heroes is available to all iflix users in Malaysia, where they can catch three new episodes of the nine-part series every Thursday.

Hosted by celebrated actress and model Zahirah MacWilson, *Cosplay Heroes*, the first-of-its-kind cosplay competition in Asia, tasks Malaysia's most talented cosplayers with designing and producing elaborate costumes based on their own original characters for a chance at the RM10,000 grand prize. In each episode, competitors face a panel of esteemed judges for evaluation, where rewards and penalties await.

Deciding the cosplayers' fates are judges **Yugana** and **Abudora**, two of Malaysia's most prolific professional cosplayers. While Yugana focuses her expertise on creativity and craftsmanship, Abudora (an architecture graduate) will evaluate each costume from a technical and practical perspective.

Dinesh Ratnam, iflix Malaysia Country Manager, said, "Cosplay's worldwide popularity is undeniable and with a growing movement in Malaysia, we are proud to share the behind the scenes action and excitement with fans in a format previously only reserved for linear TV."



To enjoy *Cosplay Heroes*, and many more TV shows and movies, Celcom customers can subscribe to iflixVIP, for an exclusive price of RM9 monthly.

Watch *Cosplay Heroes*, for free, [here](#).

ABOUT IFLIX

iflix is Southeast Asia's leading entertainment service with the widest and most compelling selection of TV shows, movies, and hyper local originals, available to stream or download, on any internet connected device...wherever, whenever...on www.iflix.com.

iflix offers users two exceptional experiences through its iflixFREE and iflixVIP offerings.

iflix is currently available to consumers in Malaysia, Indonesia, the Philippines and Thailand, with the service also covering Brunei, Sri Lanka, Pakistan, the Maldives, Myanmar, Vietnam, Cambodia, Nepal, and Bangladesh.

Learn more at <https://blog.iflix.com> | For advertising opportunities: advertising@iflix.com