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## **‘OMBAK RINDU THE SERIES’ SUCCESS PAVES WAY FOR MORE STAND OUT LOCAL ORIGINALS**

**4 March 2020, Kuala Lumpur – Ombak Rindu The Series**, the latest iflix original co-produced with Infinitus Productions, has proved a hit with viewers in Malaysia and Indonesia, paving the way for greater collaborations between local creatives and the region’s leading streaming platform.

The four-part drama series inspired by the second and third books in Fauziah Ansari’s best-selling book trilogy, *Cinta...Tiada Akhirnya* and *Rindu Cintaku*, features an all-star cast that includes Izara Aishah, Remy Ishak, Datin Diana Danielle and Hanna Aqeela, and tells the story of Hariz and Izzah, a now-married couple who must endure a multitude of hardships in their romance after some dark secrets surface. The new series is a spin-off from the 2011 movie adapted from the first book which marked the first time a romantic drama exceeded RM10 million at the local box office to make it Malaysia’s biggest iconic romantic drama.

Since its release on 5<sup>th</sup> December 2019 in Malaysia and its subsequent release in Indonesia on 26<sup>th</sup> December 2019, the series has gained traction among fans of the original film as well as new audiences, to make it one of iflix’s best performing titles (based on minutes streamed) in league with other original productions such as Nur Series 2 and KL Gangster Underworld, even topping more established Hollywood titles and box office Malaysian movies on the platform.

Since 2017, iflix has experienced resounding success with the serialized spin-offs from popular film IP, including *Magic Hour* in Indonesia, and *KL Gangster* in Malaysia. The Creative Disruption strategy, as its been dubbed internally at iflix, aims to bridge the quality and creative gulf between some mainstream TV dramas on the one hand and big-screen feature films on the other. This ‘premium local’ serial approach aspires to the ‘blockbuster appeal’ of local movies whilst pushing TV storytelling beyond the conventional. The



overarching ambition being to raise the quality on domestic TV drama and capture a younger demographic. By applying production processes, as well as A-list star power usually reserved for the big screen, it was a recipe that with *Ombak Rindu*, has once again paid off.

**Gayatri Su-lin Pillai**, producer from Infinitus Productions, said, “*Ombak Rindu The Series* was an exciting project for us as we were challenged to adapt a very popular series of novels into something which was both relevant to both new and younger online audiences, as well as hardcore fans who are very loyal to the novels as is. We are tremendously pleased that the response has been overwhelming and that the feedback shows that our audience is ready for fresh, edgy takes on existing stories.”

“The success of *Ombak Rindu The Series* speaks to the appetite modern audiences have for authentic local narratives, delivered in surprising new ways. The series is in the top 10% of titles by minutes streamed on the iflix platform across 2019 in Malaysia – a truly remarkable feat considering it was launched in December,” said **Mark Francis**, iflix’s **Chief Content Officer**. “We have an advantage, having engaged talented producers like Infinitus to create a series with standards usually reserved only for films to delight our audiences. We want to do more of that as I also believe audiences want their stories to feel familiar, but be delivered bigger and bolder – larger-than-life – even if they may be watching on smaller screens.”

“We are thankful to iflix and appreciate having them in Malaysia as an exciting, modern content provider and hope to produce a variety of content for our audiences in the near future. It is also encouraging for the local content providers that this premium content is provided for free over the iflix platform which means greater accessibility of our content,” added Gayatri.

To fans and viewers interested in latest film updates and news on Infinitus’ latest productions, visit our social media pages on Facebook and Instagram @InfinitusFilmsMY, Twitter @InfinitusFilms and our website [www.infinitusfilms.com](http://www.infinitusfilms.com) .

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**For more information, please contact:**

Sabina Medarevic - iflix Head of Communications | [sabina@iflix.com](mailto:sabina@iflix.com)