



**FOR IMMEDIATE RELEASE**

## **First Media-CATCHPLAY's Collaboration Offer Customers Most Gratifying Cinema Experience at Home**

**Jakarta, April 11<sup>th</sup> 2018** – First Media announces partnership with CATCHPLAY – one of South East Asia's leading video-on-demand service providers. With its vast and high-quality blockbuster movie library, CATCHPLAY played on First Media's X1 Smart Box and First Media's superior internet connection allows the customers to now enjoy cinematic experience at home with family and friends. In line with the staggering Video Streaming consumption growth in Indonesia which has risen from 6.9 million users in 2016, estimated to double to 12.1 million in 2019 or tripled to 22.2 million in 2022<sup>1</sup>.

CATCHPLAY's wide array of movies are now within fingertips for First Media's subscribers. Enjoy cinematic experience directly from your big screen TV at the convenience of your home and remote control (for X1 Smart Box users only), and/or download CATCHPLAY apps to watch from mobile devices. Subscribers can feel free to enjoy their favorite movies non-stop across screens and trans-screen whenever and wherever they want with hard-to-resist price points:

- (1) Premium Supreme, Maxima, Ultimate and Infinite subscribers who already have X1 Smart Box will now have CATCHPLAY included in their packages at no additional charges. With unlimited access to thousands of movies in CATCHPLAY's MOVIE LOVERS UNLIMITED zone and around 70-100 more titles added monthly, one will never run out of movies to watch.
- (2) For other First Media X1 Smart Box subscribers Elite, D'Lite, Family Plus and Family, they get to enjoy two-months free trials, and third month onwards with an incredible special price of only Rp 31.800/month.
- (3) While the remaining First Media subscribers (non X1 Smart box users) can enjoy one-month Free Trial, and special rate Rp 31.800/month from the second month onwards.
- (4) If you are not sure about monthly subscriptions, all movies on CATCHPLAY are also available for Single Rental starting from Rp 15,000 to Rp 22,000 per title. For First Media customers, these transactions will all be able to go through First Media's billing with ease and conveniently.

CATCHPLAY is a movie on demand service for all movie lovers anytime anywhere. CATCHPLAY offers the best and latest Hollywood and local movies, merely two to three months after theatrical debuts. These movies are in addition to the already comprehensive library of highly popular movies carefully selected for movie lovers, many of which are exclusively available in Indonesia only on CATCHPLAY. Latest available titles include: ***Justice League***,

<sup>1</sup> Source: Statista, September 2017

**Paddington 2** (exclusive), **Wonder** (exclusive), **Jigsaw** (exclusive), **The Disaster Artist**, **Only the Brave** (exclusive) and **5 Cowok Jagoan** (exclusive). More movies are to be added including **Perfect Pitch 3**, **12 Strong** (exclusive), **Downsizing**, **Molly's Game** (exclusive), **The Commuter** (exclusive), **15:17 to Paris** & **Ready Player One** just 2-3 months after cinema releases in Indonesia.

First Media's Chief Marketing Officer, Liryawati, "In the brave new IoT world where human bonding deemed to have strayed, First Media as the Home Internet and Pay TV pioneer and leader in Indonesia are committed to help improve connections instead, closing generation gaps and bring family together through shared interests. This First Media-CATCHPLAY partnership aims to bring back togetherness where houses will become homes again."

Meena Kumari Adnani, First Media's Executive Vice-President of Content Development and Business Affairs said, "We are really excited about our partnership with CATCHPLAY. CATCHPLAY is a great addition to our already robust offering of high quality broadband as well as pay TV services that includes a wide range of HD and 4K channels. We believe that by providing an on-demand movie service, which includes big blockbuster and new releases refreshed on a weekly basis, our First Media movie lovers will be able to enjoy the latest movie release in the comfort of their own homes."

"Over the past 2 years of providing entertainment content to movie lovers in Indonesia, we have learnt that family and big screen customers are particularly enthusiastic about our service because good quality broadband and big screens are best for movies. Hence, we are thrilled about this partnership to bring CATCHPLAY's content to First Media customers' homes," added Daphne Yang, CATCHPLAY's Group CEO.



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#### To watch CATCHPLAY directly from TV:

Press MENU Button from remote control → Go to APPLICATIONS → Choose CATCHPLAY.

Alternatively, subscribers can use shortcut by going to TV Channel 510 → Press on GREEN Button that will take you directly to CATCHPLAY menu.

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### **About Link Net – First Media**

PT Link Net Tbk ("Link Net"), established in 1996, is the largest provider of services via cable in Indonesia, providing subscription of high quality television services, high-speed next generation broadband internet, and data communications under the brand "First Media".

Link Net owns and operates a network of Hybrid Fiber Coaxial cable ("HFC") and Fiber-to-the Home (FTTH) that provide high-speed internet access services to retail and business customers. Link Net also operates a subscription television channel in collaboration with PT First Media Television ("FMTV"), its subsidiary.

For further information please visit: [www.firstmedia.com](http://www.firstmedia.com)

### **About CATCHPLAY**

Founded in 2007, CATCHPLAY is one of the most cutting edge movie content companies in Asia Pacific with extensive engagement throughout the entertainment content value chain. Its businesses expanded from film distribution, content aggregation, linear movie channel operation to co-production and financing including involvements in international projects, *The Revenant*, *Assassin's Creed* by Hollywood Studio New Regency, and *Silence* by director Martin Scorsese. In March 2016, CATCHPLAY debuted its CATCHPLAY ON DEMAND Service in Taiwan followed by its launch in Indonesia and Singapore in the same year. Now the service is available in the three markets through web, app downloads from Android PlayStore, AppStore and through partnerships with leading operators including IndiHome, Telkomsel, First Media in Indonesia and StarHub in Singapore. CATCHPLAY prides itself on providing the best user experience and content selection for movie lovers by movie lovers.

For further information please visit: [www.catchplay.com](http://www.catchplay.com)

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