



First Media Update: First Media – CATCHPLAY’S Collaboration Offers Customers Most Gratifying Cinema Experience at Home

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

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.

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.

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