

Press Release

## Vodafone Play partners with HOOQ to bring the best of Hollywood TV shows on your mobile phone

***Stream unlimited Hollywood, Bollywood and regional movies on Vodafone Play***

**Mumbai, September 7, 2017:** Trends indicate that Indians are fast adopting mobile phones as their first screen for entertainment. A recent report indicates that time-spent on smartphones jumped by 16 percent in the period Jan-March 2017 over the previous quarter largely driven by a strong demand for social media platforms, and entertainment apps. Ever responsive to the needs of a super-connected customer base, Vodafone India has partnered with **HOOQ**, Asia's first premium video-on-demand service to offer unlimited streaming of over thousands of hours of entertainment from Hollywood, Bollywood and local movies along with exclusive series, to customers. This basket of entertainment will be available on **Vodafone Play**, Vodafone's one-stop entertainment destination to enjoy streaming of content; be it Live TV, popular shows, latest movies or trending music videos.

**Vodafone Play** subscribers can now binge watch popular American shows like The Big Bang Theory, Arrow, The Vampire Diaries, Gotham, Supergirl, Friends, The Flash and many more. Enhancing the video streaming experience on Vodafone Play is a rich list of the best of local and Hollywood hits at no extra charges.

*Inviting Vodafone customers to enjoy one of the widest choice of infotainment options on Vodafone Play, **Dipankar Ghoshal, National Head – VAS and Content, Vodafone India** said, "With mobiles becoming the preferred screen for entertainment, the average time spent on smartphones daily is significantly higher than TV, demonstrating that the engagement levels provided by smartphones remain unparalleled. We find our customers are increasingly seeking enriching and diverse content options. Through our partnership with HOOQ, Vodafone has further strengthened the base of quality content on Vodafone Play. As the world gets smaller by the day, Vodafone Play subscribers can now access globally acclaimed movies, television shows and more, at the tip of their finger anytime, anywhere."*

**Commenting on the collaboration, Salil Kapoor, Managing Director, HOOQ India, said,** "We are extremely thrilled to announce our partnership with Vodafone today. This collaboration further solidifies our position as the country's biggest premium video-on-demand service. India is one of the key markets for HOOQ and this strategic partnership will ensure a wider reach for

*us giving Vodafone customers a window to experience the best of Hollywood movies and TV Shows across genres.”*

### **About Vodafone India:**

Vodafone India is a 100% fully owned subsidiary of the Vodafone Group Plc. with operations across the country serving over 209 million customers (over 114 million in rural areas). Commencing operations in 2007, Vodafone is today India’s largest foreign direct investor, with a robust, award-winning business and committed for the long term. Vodafone Business Services serves the needs of enterprises and government by providing total telecommunications (Voice and Data) solutions across mobility and wireline platforms. Our mobile wallet, M-Pesa is a unique and innovative money transfer service from Vodafone that fosters financial inclusion.

Committed to optimizing the near-ubiquitous reach of mobile telephony to address national developmental priorities, the Vodafone Foundation partners is actively engaged in community development initiatives especially in the domains of m-Women, m-Agriculture, m-Education and Disaster Relief. Building on its global experience and expertise, an outreach across India and offering a comprehensive portfolio of technologies- 2G, 3G & 4G, Vodafone is uniquely positioned to actualize the vision of Digital India

Globally, Vodafone is one of the world’s largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone has mobile operations in 26 countries, partners with mobile networks in 49 more, and has fixed broadband operations in 19 markets. As of 30<sup>th</sup> June 2017, Vodafone had 523.5 million mobile customers and 18.5 million fixed broadband customers, including India and all of the customers in Vodafone’s joint ventures and associates. For more information, please visit [www.vodafone.com](http://www.vodafone.com).

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### **About HOOQ**

HOOQ is Asia’s first premium video-on-demand service to launch across the region. HOOQ is a start-up joint venture established in January 2015 by Singtel, Sony Pictures Television and Warner Bros. HOOQ delivers over 10,000 Hollywood blockbusters and popular local programs to customers anytime, anywhere by enabling them to stream and download their favourite shows on their device or platform of choice. HOOQ currently operates in the Philippines Thailand and India with a population footprint of over 1.4 billion people. For more information, visit [www.hooq.tv](http://www.hooq.tv)