

**Self-regulatory framework outlines principles to ensure socially responsible content**

**iWANT IS FIRST FILIPINO STREAMING PLATFORM TO COMMIT TO ASEAN CONTENT CODE UPHOLDING USER INTERESTS**

iWant is the first Filipino streaming service to sign the ASEAN Subscription Video-on-Demand Industry Content Code, joining other platforms in the region such as Netflix, HOOQ, iflix, Malaysia's tonton, Astro, and dimsum, and Thailand's DOONEE.

By signing the Content Code, iWant, the first streaming platform made by Filipinos for Filipinos, reinforces its commitment to keeping its content authentic, free from hate speech, hate crimes, pornography, and other forms of inappropriate content.

According to iWant head Elaine Uy-Casipit, "We are honored and thrilled to unite with other distinguished streaming platforms in the region in this pledge to create and produce socially responsible content, which has always been the top priority of iWant as the Philippines' first local streaming platform. Aside from providing high-quality entertainment that resonates with Filipinos, we want to make sure that our users are able to access and watch video content that matches the viewing preferences of every member of the family."

The Content Code, developed in 2017 and officially released in June 2018, is a self-regulatory framework that aims to ensure the commitment of online streaming services in the ASEAN region to uphold the interests of their users by providing content that does not infringe copyright and does not promote pornography, violence, terrorism, and hate crimes. It also aims to protect minors from accessing age-inappropriate and sensitive content, empowers users and their families to choose video content that suits their needs, interests, passions, and values, and serves to distinguish legitimate services from pirate sites.

Louis Boswell, CEO of the Asia Video Industry Association (AVIA), the trade association for the video industry and ecosystem in Asia Pacific, also said, "We are delighted to welcome another Online Curated Content (OCC) provider signing up to the code. Self-regulation of this industry was first discussed in September 2017 at the ASEAN Telecom Regulators Council dialogue, as a way to create pan-ASEAN solutions. Putting in place a code which distinguishes legitimate, responsible content providers from pirated and user-generated-content platforms gives regulators confidence and consumers control. We are glad to see the momentum of adoption across the region and look forward to seeing more companies join us in this commitment."

The signing of the Content Code between iWant and AVIA was held on Wednesday (August 28) and was witnessed by partners from Netflix, (Alex Long, Asia Pacific public policy manager); iflix, (Sherwin Dela Cruz, country manager); HOOQ, (Sheila Paul, country manager and Jeff Remigio, director of content and programming); and AVIA, Clare Bloomfield, policy and research director.

Since its launch in November 2018, iWant, which boasts the biggest library of Filipino video content, has produced original movies and series month after month – setting itself apart from other streaming platforms and changing the landscape of Filipino entertainment and digital content. It now has 3.8 million app downloads and 13 million subscribers.

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### **Background**

Online Curated Content (OCC) services provide video content direct to consumers over internet broadband connections. They are distinguished from other types of internet platforms by the exercise of editorial judgement and responsibility by the service operator. OCC platforms have many business models, including revenues from subscriptions and/or advertising.

### **About iWant**

iWant is the streaming platform of ABS-CBN, the country's leading media and entertainment company. It boasts a diverse library of free original movies and shows offers currently airing and old ABS-CBN shows, documentaries, and specials, 1,500 films, restored movie classics, fastcut versions of currently airing Kapamilya teleseryes, Asianovelas, news and current affairs programs, sports events and features, thousands of songs, One Music's live digital concerts, and the livestreaming of "iWant ASAP," DZMM TeleRadyo, ABS-CBN Channel 2, and ABS-CBN S+A. Its app is available on iOS and Android and can also be accessed via web on [iwant.ph](http://iwant.ph)

### **About the Asia Video Industry Association**

The Asia Video Industry Association (AVIA) is the trade association for the video industry and ecosystem in Asia Pacific. It serves to make the video industry stronger and healthier through promoting the common interests of its members. AVIA is the interlocutor for the industry with governments across the region, leads the fight against video piracy and provides insight into the video industry through reports and conferences aimed to support a vibrant video industry. AVIA evolved from Casbaa in 2018.

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