

Ideosource and Paragon Pictures Releases “BACKSTAGE” in Collaboration with NFC Indonesia

Jakarta, 5th March 2020 - Ideosource Entertainment (IDEO) and Paragon Pictures, in collaboration with PT NFC Indonesia Tbk (NFCX), Astro Shaw and Nusantara and Endeavor Content, supported by Tokopedia, are releasing the film 'Backstage', the drama film starring Vanesha Prescilla and Sissy Priscillia.

The film centres around the theme of Sisterhood, a premise close to the heart of Indonesians. 'Backstage' is scheduled to air on theatres in June 2020.

"The idea of the film's story has actually been around since 2016 when discussing with Sissy. From the beginning, this was a story of siblings who aspire to be singers as their career, which requires sacrifices for both sisters. This film was very personal for both Sissy and Vanesha where music becomes an emotional booster in the film," said **Robert Ronny, Producer of Paragon Pictures**.

Astro Shaw is delighted to be part of the Backstage film project, in collaboration with talented players, we are grateful for the opportunity to collaborate with Ideosource Entertainment and Paragon Pictures. "Astro Shaw believes in unlimited content and storytelling and we are committed to work with partners who share the same vision to produce interesting stories from various genres." said **Raja Jastina Raja Arshad, Vice President, Head of Astro Shaw and Nusantara**.



Source: Company

"Improved quality of Indonesian film industry in recent years has helped on winning the trust of local audiences, thus we continue to explore more works in Indonesian film industry. With our experiences working in Hollywood and Asian films, also working with Indonesian filmmakers, we hope to bring Indonesia's culture and unique stories to the global scenes." said **Nelson Mok, Director of Asia Production & International Sales Endeavor Content**.

"This collaboration will focus on the synergy that can be built by the retail and digital industries through the development of content that can be started through the Backstage film produced by Paragon Pictures," said **Jahja Suryandy, President Commissioner of PT NFC Indonesia Tbk (NFCX)**.



"Collaborating with Paragon Pictures, Astro Shaw, Endeavor Content and NFCX in this Backstage film will be an ideal synergy thus the quality of Indonesian film industry is increasingly recognized abroad." added **Andi Boediman, CEO of Ideosource Entertainment.**

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