



Viu launches Viu Scream Dates at Filmart

Announcing slate of 25 Viu Original series for 2023 and more than 100 shows to debut on Viu throughout the year



PCCW (SEHK:0008) – HONG KONG/SINGAPORE, 15 March 2023 - Viu, PCCW's leading pan-regional OTT video streaming service, announced today the launch of Viu Scream Dates, the fan meet offering across its markets. Viu Scream Dates aims to extend the Viu experience beyond the screens to further engage Viu-ers by bringing the stars closer to their fans via live events and experiences.

This month will see Lee Je-hoon's Vacation Fan Meet across three of its markets namely the Philippines, Indonesia and Singapore. For the next quarter, Viu is slated to bring Lee Seung-gi to Singapore and Indonesia, among other markets. Apart from Korean stars, Viu Scream Dates will also provide a platform for the local stars from its Viu Original series to further engage with their fans locally and regionally.

Janice Lee, CEO of Viu and Managing Director of PCCW Media Group, said, "In 2022 we hosted several events in various markets, which were very well received, and we see the pent-up demand for more live events and experiences post the pandemic from our Viu-ers. While we continue to focus on bringing a great lineup of content offerings to our audience, we aim to further enhance the value to our Viu-ers by extending our brand to related live experiences and creating exclusive digital content around these events that will bring even more enjoyment to fans."

Viu also announced a slate of more than 25 Viu Original series for 2023, including Korean Viu Original such as *Taxi Driver 2*, *Delivery Man* and *The Secret Romantic Guesthouse*, all launched in Q1. *Taxi Driver 2* is topping the charts across Viu's markets including Korea, becoming the most watched show in terms of hours compared to all titles available at that time simultaneously in both Southeast Asia and the Middle East and Africa (MEA) on Viu, within the first ten days of its launch. Viu also debuted four local Viu Original series, *Married Ex-Boyfriend* (Indonesia), *The House on Autumn Hill* (Malaysia), *Return Man* (Thailand) and *UBettina Wethu S3* (South Africa).

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In 2023, Viu has also secured the rights to over one hundred shows that will debut on Viu. These include much-awaited local and international dramas like *The Betrayal (Thailand)*, *Unbreak My Heart (the Philippines)*, *Themis's Law School Class Room (Japan)*, *Kokdu: Season of Deity* and *The Heavenly Idol (Korea)*, as well as variety shows including all-time favourite *Running Man*.

Marianne Lee, Chief of Content Acquisition & Development, Viu, said, "Our lineup for 2023 is all about being relevant to our Viu-ers. Our data shows that while there is content that works across markets, we have to look at each of our markets individually in terms of their content mix to ensure we are winning in that market. Our focus on content complements our vision of bringing our Viu-ers entertaining experiences on and off screen. Our content mix will continue to reflect our Viu-ers' interests as it evolves."

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About Viu

Viu, PCCW's leading pan-regional over-the-top ("OTT") video streaming service, is available in 16 markets across Asia, the Middle East and South Africa, with 66.4 million monthly active users ("MAU") as of December 2022.

The Viu service is available to consumers through a dual model with an ad-supported free tier and a premium subscription tier (consisting of different subscription options). Viu offers fresh premium TV series, movies and lifestyle programmes, in different genres from top content providers, in local and regional language and subtitles. It also produces premium original productions under the brand "Viu Original".

Viu also offers users streaming and download features, and localised user interfaces across a myriad of connected devices. Viu can provide the best viewing experience regardless of device or network conditions.

The service can be accessed via the Viu app (available for free on App Store and Google Play) on connected devices, e.g. smartphones and tablets, select smart TVs, as well as on the web by logging into www.viu.com.

In addition, Viu International Limited, through its subsidiary Moov (Hong Kong) Limited, also operates MOOV, a popular digital music streaming and live music concerts service in Hong Kong.

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About PCCW Limited

PCCW Limited (SEHK: 0008) is a global company headquartered in Hong Kong which holds interests in telecommunications, media, IT solutions, property development and investment, and other businesses.

The Company holds a majority stake in the HKT Trust and HKT Limited, Hong Kong's premier telecommunications service provider and leading operator of fixed-line, broadband, mobile communication and media entertainment services. HKT delivers end-to-end integrated solutions employing emerging technologies to assist enterprises in transforming their businesses. HKT has also built a digital ecosystem integrating its loyalty programme, e-commerce, travel, insurance, big data analytics, FinTech and HealthTech services to deepen its relationship with customers.

PCCW owns a fully integrated multimedia and entertainment group in Hong Kong engaged in the provision of over-the-top ("OTT") video service locally and in other regions, as well as content production, artiste management and the event business.

Through HK Television Entertainment Company Limited, PCCW also operates a domestic free TV service in Hong Kong.

PCCW Solutions is a leading IT and business process outsourcing provider in Hong Kong, mainland China and Southeast Asia.

In addition, PCCW holds a stake in Pacific Century Premium Developments Limited and other overseas investments.

To learn more about PCCW, please visit www.pccw.com.

For more information, please contact:

Ivan Ho
PCCW Group
Tel: +852 2883 8747
Email: ivan.wy.ho@pccw.com

Jonathan Leow
Regional Communications
Viu
Email : Jonathan.leow@vuclip.com

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