



## Viu releases latest original series *Pretty Little Liars*

This compelling Asian adaptation of the iconic Warner Bros. series is directed by Indonesia's Emil Heradi



**PCCW (SEHK:0008) – Hong Kong / Jakarta, April 22, 2020** – Viu, a leading pan-regional OTT video service from PCCW Media Group with more than 41 million monthly active users, today announces the launch of *Pretty Little Liars*, a Viu Original series starring an ensemble of top stars from Indonesia and Malaysia. Adapted from the English-language teen mystery drama of the same name, this series follows Viu's success with adaptations of globally acclaimed properties such as Endemol Shine Group's *The Bridge* and CJ E&M's *Black*, as well as series based on Viu's original IP development.

The *Pretty Little Liars* series is released today with all 10 episodes available for binge viewing and enjoyment by subscribers in the 16 markets where Viu is available.

Viu's adaptation is set in the fictional town of Amerta, Bali, following the lives of four female students whose clique falls apart when their leader, Alissa (Yuki Kato), goes mysteriously missing. A year later, Hanna (Anya Geraldine), Ema (Eyka Farhana), Sabrina (Valerie Thomas) and Aria (Shindy Huang) find themselves reunited when they begin to receive messages from a mysterious figure known as "A", who threatens to expose their darkest secrets.

The series is directed by Emil Heradi, best known for his work on *Night Bus*, which won six Indonesian Film Festival Awards in 2017. In addition to the main ensemble cast, the series showcases a number of seasoned Indonesian actors such as Wulan Guritno, Tarra Budiman and Irgi Fahrezi, alongside young rising stars such as Jennifer Coppen and Marcell Darwin.

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Ms. Sahana Kamath, Head of Original Production for Viu Indonesia and Malaysia, said, "As part of our continuous commitment to bringing fresh Asian content to our Viu'ers, we are proud to present the Asian version of *Pretty Little Liars*. With this adaptation, we set out to honour the iconic Warner Bros. series, while ensuring the core themes relate to the hearts and minds of our audience members. Importantly, this gripping and binge-worthy series will provide a platform for critical discussions around friendship, empowerment and the consequences of cyber-bullying."

Director Emil Heradi said, "The series was fully shot in Bali, with a brilliant cast and top-notch feature film crew that was focused on showcasing premium Asian cinematic values to the world. The characters and relationships have been adapted for local appeal, while the strong twists and turns of the original series were given a Viu-style makeover. I appreciate Viu's expertise in taking international formats and making them locally relevant."

Viu'ers can watch the thrilling series on the Viu app which can be downloaded for free on the App Store, Google Play, and selected smart TVs, as well as on the web at [www.viu.com](http://www.viu.com).

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To view / download images of the program, please visit <https://bit.ly/2ROT76g>.

## **About Viu**

Viu is a leading pan-regional over-the-top (OTT) video streaming service operated by PCCW Media Group. It is available in 16 markets including: Hong Kong, Singapore, Malaysia, Indonesia, the Philippines, Thailand and Myanmar in Asia; Bahrain, Egypt, Jordan, Kuwait, Oman, Qatar, Saudi Arabia and the UAE in the Middle East; as well as South Africa.

Operating with both an ad-supported tier and a premium subscription tier, Viu delivers premium content in different genres from top content providers with local languages and subtitles, as well as original production series under the "Viu Original" initiative.

Viu offers users popular and current content with streaming and download features, and localized user interfaces. With the patented Dynamic Adaptive Transcoding technology, Viu can provide the best viewing experience regardless of device or network conditions.

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

## **About PCCW Media**

PCCW Media Group is a leading, fully integrated multimedia and entertainment company headquartered in Hong Kong.

PCCW Media operates the leading pay-TV service in Hong Kong under the Now TV brand offering more than 160 linear channels and an extensive on demand library of local, Asian and international programming. Premium content can also be accessed by subscribers via the Now Player companion app. It is also a leading producer of Chinese language news, financial news and sports programming, in addition to Asian infotainment content which complements its wide portfolio of licensed movie and international television content. Now TV also offers its content via Now E, a subscription OTT (over-the-top) service with international and Asian dramas, movies and world-class sports events, which is designed to meet the needs of millennial viewers. In addition, PCCW Media operates popular digital music streaming service MOOV in Hong Kong.

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PCCW Media Group also provides a leading pan-regional OTT video service under the Viu brand with over 40 million users in 16 markets including countries in Southeast Asia and the Middle East, as well as South Africa. The Viu service is available to consumers through a dual model with an ad-supported free tier and a premium subscription tier. Viu offers fresh premium TV series, movies and lifestyle programming in local and regional languages and subtitles in different genres from top content providers, as well as premium original productions under the brand “Viu Original”. The service can be accessed via app, selected smart TVs and online.

### **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 interest in the HKT Trust and HKT Limited, Hong Kong’s premier telecommunications service provider and leading operator in fixed-line, broadband and mobile communication services. HKT meets the needs of the Hong Kong public and local and international businesses with a wide range of services including local telephony, local data and broadband, international telecommunications, mobile, and other telecommunications businesses such as customer premises equipment sale, outsourcing, consulting, and contact centers.

PCCW also owns a fully integrated multimedia and entertainment group in Hong Kong, PCCW Media. PCCW Media operates the largest local pay-TV operation, Now TV, and is engaged in the provision of over-the-top (OTT) video service under the Viu brand in Hong Kong and other places in the region.

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

Also, wholly-owned by the Group, PCCW Solutions is a leading information technology outsourcing and business process outsourcing provider in Hong Kong and mainland China.

In addition, PCCW holds a majority interest in Pacific Century Premium Developments Limited, and other overseas investments. To learn more about PCCW, please visit [www.pccw.com](http://www.pccw.com).

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