



## Viu and AIS PLAY launch Viu Original *Voice in the Rain*

The strategic partnership behind *My Bubble Tea* follows up with a second Viu Original



**PCCW (SEHK:0008) – HONG KONG, December 11, 2020** – Viu, a leading pan-regional OTT video streaming service operated by Viu International Limited, and AIS PLAY, the largest telecom provider in Thailand, today announced that the new Viu Original series *Voice in the Rain* will be aired on December 19 on Workpoint TV, Viu in all 16 markets and AIS PLAY channels including the AIS PLAY app, AIS PLAYBOX and on the web at <http://aisplay.ais.co.th>. The series is the second collaboration between Viu and AIS PLAY after the success of *My Bubble Tea* earlier this year.

*Voice in the Rain* is a 16-episode series that combines romance, drama and fantasy to tell the story of Rarin, a famous fashion designer whose creativity is inspired by a man's voice in her head. It turns out the voice belongs to Tanthai, a gorgeous model and actor she is about to work with during the upcoming rainy season. Amid many distractions, they choose to follow their hearts and discover that nothing is louder than the sound of their love for each other.

Kan Kantathavorn, an award-winning actor and TV host, plays Porsh, while Linn Mashannoad Suvalmas, a Thai supermodel, plays Rarin. Na-Naphat Vikairungroj, who is extremely popular with Gen Z and millennials, is also featured in the series as Tanthai. As one of the most famous social music influencers, Na-Naphat has appeared in music videos and is also a fashion model.

Ms. Virginia Lim, Chief Content Officer, Viu, said, “We are committed to putting premium Thai content and talent in the spotlight and excited to be working with AIS PLAY again to jointly develop *Voice in the Rain*. The performance of our original productions such as *My Bubble Tea*, *Pretty Little Liars* and *The Bridge* has been highly encouraging and we will continue to produce more high-quality original series. We look forward to seeing the audience’s reaction to *Voice in The Rain*.”

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Mr. Alistair David Johnston, Managing Director-New Business of AIS, said, “We see our collaboration with Viu as a strategic one and are pleased to follow up the success of *My Bubble Tea* with *Voice In The Rain*. Together, we put the emphasis on creating engaging content.”

*My Bubble Tea* followed a similar path into viewers' hearts, blending romance, fantasy and comedy with a cast of Hallyu and Thai wave favorites. In *My Bubble Tea*, a woman (Thai idol Manasaporn Chanchalerm) falls for her handsome boss (K-pop idol Nichkhun) and concocts a supernatural bubble tea brew to win his love. *My Bubble Tea* ranked among the top three shows for Thai viewers and the top nine for Malaysia within a month of its launch. This Viu/AIS co-production also received Best Original Program By A Streamer/OTT, Best Actor in Supporting Role and Best Theme Song at the national level at the Asian Academy Creative Awards 2020.

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

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### **About Viu International Limited**

Viu is a leading pan-regional over-the-top (OTT) video streaming service operated by Viu International Limited. It is available in 16 markets across Asia, the Middle East and South Africa with 36.1 million monthly active users (MAU) as of June 2020.

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".

Viu also offers users streaming and download features, and localized 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 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 web by logging into [www.viu.com](http://www.viu.com).

In addition, Viu International Limited operates MOOV, a popular digital music streaming and live music concerts service in Hong Kong.

### **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 program, e-commerce, travel, insurance, FinTech and HealthTech services to deepen its relationship with customers.

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PCCW owns a fully integrated multimedia and entertainment group in Hong Kong engaged in the provision of OTT video service locally and in other places in the region.

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

Also wholly-owned by the Group, 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](http://www.pccw.com).

### **About AIS PLAY**

AIS PLAY, a Streaming Service Provider with full entertainment in Thailand and the strength of different and attractive content for Thais nationwide by selecting entertainment from around the world, including movies, series, concerts, eSports, cartoons, variety, to provide for Thais to watch via all channels which are AIS PLAY application, AIS PLAYBOX box, website <https://aisplay.ais.co.th>, APPLE TV, and Samsung Smart TV, and able to watch on all networks. AIS PLAY is a video streaming service under the operation of Advanced Info Service Public Company Limited or AIS, the no. 1 leader in Digital Life Service Provider, which has the most spectrum for service, total 1450 MHz, and has the most amount of users over 42 million subscribers (as of December 2019). AIS is ready to drive Thailand with innovation from 5G technology by 3 businesses such as Mobile phone service, High-speed internet service under the brand of AIS Fibre, and digital services in 5 domains, including video, cloud, digital payment, Internet of Things (IoT), and services with partners to support the strength of the digital infrastructure of the country, including increasing the capacity of the industrial sector and improving the quality of life for Thais at the same time.

### **For further information, please contact:**

Ivan Ho  
**PCCW**  
Tel: +852 2883 8747  
Email: [ivan.wy.ho@pccw.com](mailto:ivan.wy.ho@pccw.com)

Sakulyok Jitsaman (Kai)  
**AIS PLAY**  
Tel: +662-0295220  
Email: [sakulyoj@ais.co.th](mailto:sakulyoj@ais.co.th)

Patarinya Boonlert (Joy)  
**Free Flow Communication Co.,Ltd.**  
Tel: +6699 623 9414  
Email: [pattarinya.b@gmail.com](mailto:pattarinya.b@gmail.com)

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