



## Viu acquires exclusive OTT rights to 12 iconic Takuya Kimura dramas

For the first time, Fuji TV releases timeless masterpieces *Long Vacation*, *Love Generation*, *Hero* series, among others, on an OTT Platform

**PCCW (SEHK:0008) – HONG KONG / SINGAPORE / INDONESIA / MALAYSIA, July 22, 2020** – Viu, a leading pan-regional OTT video service from PCCW Media Group, today announced that it has acquired exclusive OTT rights from Fuji TV to bring 12 iconic Takuya Kimura titles, including *Long Vacation*, *Love Generation*, and the *Hero* series to Viu-ers.

Both a successful singer and actor, Takuya Kimura (also known as Kimutaku) is an iconic figure in the Japanese entertainment industry. He was a member of the best-selling boy band in Asia, SMAP, which hosted the widely acclaimed variety show *SMAP x SMAP* that was on air for 20 years. After the massively successful drama series *Long Vacation* starring Takuya Kimura, his popularity was propelled to a new level and the record ratings of his subsequent drama series earned him the title of “The King of Ratings”. The Japanese heartthrob has legions of fans across Hong Kong, Singapore, Malaysia, Indonesia, Thailand and the Philippines.

Ms. Virginia Lim, Chief Content Officer of Viu, said, "Our commitment is to bring the best Asian content to our audiences, and without question, Takuya Kimura's dramatic works fit that definition perfectly. We are very excited to be the first and only^ OTT platform offering these beloved titles to the viewers. The fans of Takuya Kimura will now get to watch his engaging and charming drama series on Viu at their leisure. There is no better way to enjoy time at home than watching Kimutaku classics."

The dramas include a look at Takuya Kimura's romantic roles in *Long Vacation*, *Love Generation*, and *Moon Lover*, as well as his mystery-comedy *Hero* series, one of the highest-rated television series in Japan.

The following Takuya Kimura titles will be released on Viu over the next two months<sup>#</sup>:

- **August:** *Long Vacation* (1996), *A Sleeping Forest* (1998), *HERO* (2001), *Engine* (2005), *Change* (2008), *Moon Lover* (2010), *PRICELESS - Is there such a thing?* (2012)
- **September:** *The Ordinary People* (1993), *Love Generation* (1997), *Hundred Million Stars From The Sky* (2002), *HERO SPECIAL* (2006), *HERO 2014* (2014)

Viu-ers in Hong Kong, Singapore, Malaysia, Indonesia, Thailand and the Philippines will be able to watch these classic titles with subtitles of Traditional Chinese, Simplified Chinese, English, Bahasa Malaysia, Bahasa Indonesia, and Thai, on an as-available basis.

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<sup>^</sup> covers Hong Kong, Singapore, Malaysia, Indonesia, Thailand and the Philippines.

<sup>#</sup> tentative schedule, subject to change and varies by markets.

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## **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.

PCCW Media Group also provides a leading pan-regional OTT video service under the Viu brand with over 35 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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