



Viu ranks first by number of users amongst major video streaming platforms in Southeast Asia per Media Partners Asia's AMPD Research

Q1 2020 report highlights leadership by number of users, streaming minutes and time spent per week

PCCW (SEHK:0008) – HONG KONG, June 15, 2020 – Viu, a leading pan-regional OTT video service from PCCW Media Group with more than 41 million monthly active users*, is pleased to announce encouraging findings from a report covering Q1 2020 from AMPD Research, a subsidiary of Media Partners Asia (MPA).

Key highlights of the report:

- Viu ranks first by number of users amongst major video streaming platforms, excluding YouTube, in Southeast Asia**.
- Viu ranks second by streaming minutes amongst major streaming platforms, excluding YouTube, in Southeast Asia**.
- In terms of time spent per week among users, Viu ranks in the Top 4 in Indonesia, Thailand, Singapore and the Philippines, excluding YouTube.

Ms. Janice Lee, Managing Director of PCCW Media Group, said, "From the beginning, our focus has been to build the leading OTT streaming platform for today's viewers with a sustainable and robust business model. With our dual revenue stream for monetization and our local offerings that are highly relevant in each country of operations, we have been the service of choice for our viewers across many markets. Our investments in content span the top pan-regional content, such as *Parasite* and *A World of Married Couple* to celebrated Viu Original productions including Asian adaptations of international formats such as *Pretty Little Liars*, *My Bubble Tea* and *The Bridge*. In addition to serving viewers with great content, we have built traction by offering high quality localization in languages and user experience in our markets. All this has helped us serve our users better and thereby achieve these rankings from AMPD Research."

The report, entitled "Southeast Asia Online Video Consumer Insights & Analytics: A Definitive Study", leverages MPA's proprietary AMPD Research platform, which evaluates consumer behaviour and usage patterns across the digital economy, including online video and gaming. Using a unique solution that fuses passively observed digital behaviour and empirical survey data, the study is the result of research carried out between January 20 to April 11, 2020 in the four Southeast Asia** markets with insights collected from a sample of 32,245 individuals. The report also includes detailed analysis and profiles of 43 unique OTT platforms. The report will be updated again in Q3 and Q4 2020.

A selection of relevant charts can be found [here](#).

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*as of the end of 2019.

**covers Indonesia, the Philippines, Singapore and Thailand.

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.

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 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.

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