

## Viu partners with Smart to launch Giga K-Video endorsed by top-tier Korean actor

*K-Entertainment now more readily accessible to Filipinos*



**PCCW (SEHK:0008) – THE PHILIPPINES, November 12, 2020** – Viu, a leading pan-regional OTT video streaming service operated by Viu International Limited, has partnered with the Philippines’ leading mobile services provider Smart Communications, Inc. to launch the new GIGA K-Video data pack endorsed by a Korean superstar.

Smart GIGA K-Video is the first-ever prepaid data pack in the Smart Giga family that comes with a Viu Premium subscription, making it much easier for Filipinos to enjoy the latest Korean content, uninterrupted and ad-free, with unlimited downloads.

Ms. Jane J. Basas, Senior Vice President and Head of Consumer Wireless Business, Smart, said, “Korean dramas have seeped into our local pop culture and turned into a big passion for many Filipinos. We know that Viu has played a pivotal role in bringing the best of Korean entertainment to the country, so through this partnership, we aim to make it simpler and easier for our subscribers to immerse in their love for K-Life with the latest content on Viu.”

Ms. Helen Sou, Chief Business Officer, Asia, Viu, said, “With people now online more than ever, Smart’s promise of making amazing experiences simple and accessible to every Filipino matches our goal of bringing the best viewing experience to our users. Launching the GIGA K-Video pack with Smart will allow its subscribers to easily enjoy the best of Korean entertainment in the best way possible - through the Viu Premium experience.”

Smart customers who have registered for GIGA K-Video can check out the full Viu-ing experience with a Viu Premium subscription, which enables them to enjoy the latest shows as quickly as eight hours after their respective Korean telecast, perform unlimited downloads, and access all content on Viu without advertisements. They can download Viu for free on App Store, Google Play and selected smart TVs, as well as on the web at [www.viu.com](http://www.viu.com) to access a wide selection of Korean and Asian movies and TV shows.

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Viu, known for providing premium Asian content, has also announced a robust library of shows for the upcoming months. It is currently streaming *Tale of the Nine Tailed*, starring Lee Dong Wook from hit series *Goblin*, Kim Bum from all-time favorite *Boys Over Flowers*, and Jo Bo Ah from *Temperature of Love*. *The Penthouse*, which has hit double-digit ratings in South Korea, is also available to watch first on Viu. In December, fans of popular webtoon *True Beauty* are in for a treat, as the Korean drama adaptation will be available for viewing exclusively on Viu.

Please click [here](#) to view the TV commercial.

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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 Smart**

Smart Communications, Inc. (Smart) is a wholly-owned wireless communications and digital services subsidiary of PLDT, Inc., the Philippines' fully integrated telecoms and digital services provider. Smart serves approximately 95% of the country's cities and municipalities with its combined 2G, 3G, and 4G LTE network, providing mobile communications services, high-speed internet connectivity, and access to digital services and content to over 73 million Filipinos, through its commercial brands Smart, TNT, and Sun. Smart also offers satellite communication services under the brand Smart World.

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Jointly issued by PCCW Limited and Smart Communications Inc.