



**BANGKOK
UNIVERSITY**
THE CREATIVE UNIVERSITY

Viu launches Viu Shorts! Thailand

Supporting a new generation of talent in Thailand with the opportunity to showcase their creativity on the No. 1 video streaming platform in Southeast Asia

PCCW (SEHK:0008) – HONG KONG / BANGKOK, April 19, 2021 – Viu, PCCW’s leading pan-regional OTT video streaming service, today announced Viu Shorts! Thailand, an initiative that creates opportunities for talented youth in the country to learn about professional OTT media production.

Partnering with the School of Digital Media & Cinematic Arts (BUDC) and the Master of Communication Arts in Digital Marketing Communications (DiMC), School of Communication Arts, Bangkok University, Viu Shorts! will nurture a new generation of filmmakers and entertainment industry professionals. The program targets first to fourth-year students with a series of workshops covering professional media production, including online series and short films. PCCW’s Viu Original production team members will also serve as mentors for the participating students as they work together to create four short films featuring lead Thai actors and actresses. Participants from four teams will gain hands-on experience creating Viu Shorts! while at the same time working with talented actors and actresses.

The program offers an unprecedented opportunity for participants to showcase their creativity to Viu’s large and growing international audience. Viu is No.1 in terms of number of users and ranked second in both paid subscribers and streaming minutes amongst major video streaming platforms in Southeast Asia, according to the latest Media Partners Asia (MPA) AMPD report*. The final four short films will air in June on Viu across all 16 markets, reaching 45 million MAU (monthly active users) and 5.3 million paid subscribers**.

First launched in Indonesia in 2018, Viu Shorts! is now a pan-regional initiative designed to equip students with knowledge and experience in producing series for the OTT platform, which has grown steadily both in Thailand and abroad.

Mr. Thawatvongse Silamanonda, Country Manager of Viu Thailand, said, “Viu is the leader in premium Asian content and our Viu Original series rank among the most-watched on our platform. We want to share our knowledge to help talented Thai youth develop a strong foundation to enter the entertainment industry. Additionally, this project reinforces our ‘ecosystem’ strategy, bringing locally-produced series to broadcast worldwide in 16 markets and allows us to capture Gen-Z audiences with content created by their peers.”

To learn more about Viu Shorts!, visit www.viu.com or download Viu Android app from Google Play or Viu iOS app from the Apple Store.

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* Source: AMPD Research of Media Partners Asia (MPA), October-December 2020. Amongst major video streaming platforms including iflix, iQiyi, Line TV, Netflix, TrueID, Vidio, WeTV, excluding YouTube & TikTok which are UGC platforms, in Southeast Asia (Indonesia, Thailand, Singapore, the Philippines)

** As of December 2020.

About Viu

Viu, PCCW's leading pan-regional over-the-top (OTT) video streaming service, is available in 16 markets across Asia, the Middle East and South Africa with 45 million monthly active users (MAU) as of December 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 the web by logging into www.viu.com.

In addition, Viu International Limited, through its subsidiary Moov (Hong Kong) Limited, also 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.

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.

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About Bangkok University

Bangkok University is one of the longest established and prestige private universities in Thailand since 1962. The university currently offers a bachelor's degree from twelve faculties with thirty-four majors, eight majors of international programs, and a Chinese international program. Bangkok University is focusing on environmental and curriculum development, including giving students an opportunity to express their creativity along with encouraging leadership in all fields.

School of Digital Media and Cinematic Arts (BUDC) has its Bangkok University strength in developing the programs on film, animation, visual effects, and digital media leading the industry. BUDC commit in providing high quality of curriculum, international partnerships collaboration, cutting edge technology and outstanding lecturers to cultivate success in local and global market for our university students.

The Master of Communication Arts in Digital Marketing Communications Programme, or shortly, DiMC has been established since 2014. In the wake of digital disruption and transformation and advanced technology as well as, currently, the COVID-19 pandemic, shifts in consumer behaviour can obviously be foreseen and expected. As a result of this, the power and hand of mainstream and traditional marketing communications approaches may be minimised and more digital adaptation and flexibility are taken for granted. Otherwise, failures of businesses in the highly competitive environment cannot be avoided. Digital marketing communications are the core essence and knowledge and competencies for all walks of life and that students, faculties, and professionals should be fulfilled and armed with these weapons. The programme's popularity and quality are of high acceptance and credibility among the people from the academic and professional worlds.

For further information, please contact:

Ivan Ho
PCCW
Tel: +852 2883 8747
Email: ivan.wy.ho@pccw.com

Patama Satawedin
Bangkok University
Tel: +668 9926 2449
Email: patama.s@bu.ac.th

Ploy Kriangsitidech
Viu Thailand
Tel: +666 5326 6545
Email: poy.kriangsitidech@pccw.com

Danielle Lin
Ninemer Communications
Tel: +65 9176 7502
Email: danielleloh@ninemer.com

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