



Viu ranks first by monthly active users amongst major video streaming platforms in Southeast Asia

Media Partners Asia's AMPD Research Q4 2020 report reaffirms Viu's leadership

PCCW (SEHK:0008) – HONG KONG, March 11, 2021 – Viu, PCCW's leading pan-regional OTT video streaming service, achieved remarkable results in Q4 2020 according to a report from AMPD Research, a subsidiary of Media Partners Asia (MPA).

Key highlights of the report*:

- Viu ranks first in aggregate monthly active users amongst premium major video streaming platforms in Southeast Asia (which includes Indonesia, the Philippines, Singapore and Thailand for the purposes of the report).
- Viu ranks second in paid subscribers and streaming minutes amongst major streaming platforms in Southeast Asia.
- In Indonesia and Singapore, Viu ranks second in monthly active users, paid subscribers and total streaming minutes.
- In the Philippines, Viu ranks first in monthly active users and second in paid subscribers and total streaming minutes.

Ms. Helen Sou, Chief Business Officer, Asia, Viu, said, "The opportunities in the rapidly growing online video streaming market are immense and expected to continue to grow at 26% CAGR over the next three years**. We are pleased that our content strategy focusing on Asian content, commitment to partnerships and our monetization model including both advertising and subscription tiers has continued to garner traction with both subscribers and advertisers across Southeast Asia as demonstrated in the AMPD research report."

Commenting on the findings, Mr. Anthony Dobson, MPA Vice President & AMPD Managing Director, said, "Total online video users in the region have reached 195 million, excluding YouTube, with Viu in the lead among platforms with 30.5 million total users in those markets. Viu drives subscribers through premium Korean content and a growing collection of local acquisitions and original productions, which contributes to the overall growth of SVOD in Southeast Asia."

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 a result of research carried out between October to December 2020 in the four Southeast Asia markets*** with insights collected from a combined sample base of 29,007 individuals aged 15+. The report covers 45 unique OTT platforms and provides detailed analysis and profiles of these platforms.

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* Note that all highlights exclude YouTube & TikTok which are UGC platforms.

** Source: "Asia Pacific Online Video & Broadband Distribution 2021" published by MPA.

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

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 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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