

## MakerVille goes live

*Focusing on content creation, artiste management and events business*

**PCCW (SEHK:0008) – HONG KONG, 27 April 2022** – MakerVille, a newly established company under PCCW Media Group, today unveiled its logo and business strategies at a launch event held at Star Hall, Kowloon Bay.

Mr Lofai Lo, Chief Executive Officer of MakerVille, said, “MakerVille is a place for ‘Makers’, with a focus on content creation, artiste management and the events business. MakerVille will continue to provide quality content for ViuTV to entertain the public, while exploring production and distribution opportunities in Asia and beyond to present exciting programmes to more viewers. We aim to bring together talent and partners, in production and performance, from Hong Kong and around the world, to ‘Make It Happen’ here.”

In the past six years, ViuTV has produced an array of critically acclaimed dramas, including the *Psycho Detective* series, *Limited Education*, *We Are the Littles*, *Leap Day*, *In Geek We Trust*, the *Margaret & David* series, *My Very Short Marriage* and *Ossan’s Love* (HK version) to create more possibilities for TV series and broaden the horizons of the audience.

Upholding the creative spirit of ViuTV, MakerVille is ready to present even more TV series of different styles. In addition to *We Got Game*, *I SWIM* and *Inevitable* announced last year, upcoming creations include *Dead End*, *Into the Wild*, *Coffee for the Soul* and *Disastrous Honesty* currently under production, and *Beyond the Common Ground*, *Left on Read*, *Sparks*, *Million Dollar Family*, *Zero Sum Game* and cartoon series *Excreman* under planning. Featuring diverse characteristics and themes, these shows will maintain the originality and uniqueness of Hong Kong series.

The event was also attended by producers Yuen Kim-wai, Fung Chih-chiang, Hang Jai, Steve Law and Yellow Wong, who shared with the audience their insights on the global trends of TV series development and the role that Hong Kong original productions can play on the legacy and new media platforms.

In the reality show genre that ViuTV is renowned for, a number of innovative programmes are already in the pipeline, including *Love Staycation*, *We Are COLLAR*, *Miss Mask Pageant 2*, and the eagerly anticipated latest season of *King Maker*.

Expanding content format is one of MakerVille’s missions. In addition to exploring creative TV programmes of different formats, the Company will also expand into new content such as movies. The award-winning production team of *Seer*, comprising award-winning director Johnnie To, Yau Nai-hoi, Elaine Chu, Soi Cheang, and guest host director Vincent Kok, talked on stage about the development of movies in Hong Kong and beyond. *Seer* is set to be the first movie to be released by MakerVille.

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Viewers outside Hong Kong will also be able to enjoy content provided by MakerVille via its collaborations with OTT platforms and overseas TV stations. MakerVille looks forward to working with different parties passionate about the TV and movie industries to bring quality content including series, movies, variety shows and informational programmes to audiences around the world.

Talent cultivation is also one of the visions of MakerVille. Artistes including the bands popular among the younger generation such as ERROR, P1X3L and COLLAR were presented to the audience. MakerVille also announced the launch of MakeALive, a platform connecting musicians, singers and artistes for large-scale concerts and entertainment events to be live-streamed online, for audiences to experience the excitement in real time.

At the end of the event, following the performance by MIRROR of their brand new song, *Innerspace*, the greatly anticipated official MIRROR fan club was announced to be formed in May. Members of the official fan club are entitled to a series of privileges, such as an exclusive welcome box and the chance to purchase concert tickets, fans meeting tickets and exclusive merchandises. More details will be announced on MIRROR's social media platforms.

Lokman Yeung, Team Leader of MIRROR, and Anson Kong, Deputy Team Leader, said, "We are very excited about the formation of the official fan club. We hope that this platform will bring us even closer to our fans to realise the idea of One and All."

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## **About MakerVille**

MakerVille, a member of PCCW Media Group, focuses on content creation, artiste management and the events business. MakerVille is committed to bringing quality content including movies, series and documentaries to viewers in Hong Kong, while expanding its production and distribution businesses across media platforms in Asia and beyond.

The Company connects talent and partners from Hong Kong and across the globe, enabling them to give play to their strengths. It also dedicates itself to driving the development of its artistes in the performance industry, both in Hong Kong and internationally. Through their MakeALive platform, MakerVille organises large-scale concerts and entertainment events to be live-streamed online to attract growing audiences.

To learn more about MakerVille, please visit <https://makerville.hk>.

## 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 programme, e-commerce, travel, insurance, big data analytics, 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 over-the-top ("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).

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