



Viu Hong Kong launches its first Viu Original series *#Lovesignal*



PCCW (SEHK:0008) – HONG KONG, 29 September 2022 – Viu, PCCW’s leading pan-regional OTT streaming service, will launch in Hong Kong a new Viu Original series, *#Lovesignal*, produced in collaboration with Local Production.

Mr Derrick Lo, Vice President of Viu, said, “Among the first players to enter the pan-regional OTT markets, Viu has established a strong foundation for itself, with 60.7 million monthly active users (“MAUs”) across 16 markets in Asia, the Middle East and South Africa in the first half of 2022. We have once again outperformed other major streaming platforms, maintaining our lead in the Southeast Asia region as No.1 in terms of MAUs in every quarter of 2021*.”

Mr Lo added, “Viu has been providing Viu-ers in Hong Kong with premium, top-rated Korean, Japanese, mainland Chinese, Taiwanese and Thai series, variety shows and animation, many of which are available with localised subtitles in as little as four hours after telecast. In recent years, we have also focused on building our own original production brand, “Viu Original”, and have released a number of popular Viu Original Korean dramas including *Again My Life* starring Lee Joon Gi, *If You Wish Upon Me* starring Ji Chang Wook, *The Law Café*, and the latest original series, *#Lovesignal*. Viu will continue to invest in original productions based on Asian culture to cater to the tastes of audiences around the world, providing an array of entertainment to all.”

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The 10 episodes of *#Lovesignal* revolve around 10 small acts commonly seen in a relationship. Hayley, played by singer/actor kayan9896, is sparing no effort to break up with her boyfriend Jason, played by singer ANSONBEAN. Ling (Lam Chin-Ting), Hayley's roommate, is encouraged by Hayley to broaden her social circle and meet people. The two girls share the tiniest daily happenings in their respective relationships, learning about the most intimate details in each other's minds while each wishing for the other to find her Mr Right. Other cast members include up-and-coming actors Chan Charm-man, Pak Tin-nam, Ling Man-lung, Aaron Chow and Kaki Sham.

Viu-ers in Hong Kong will be able to watch *#Lovesignal* exclusively on Viu at noon on 7 October and every Friday and Saturday thereafter. The series will also be available across Viu's markets in Asia, the Middle East and South Africa.

Viu-ers can catch *#Lovesignal* and Viu's extensive library of fan favourites as well as first-on-Viu and exclusive titles on the Viu app, which can be downloaded for free on App Store, Google Play, selected smart TVs and on the web at www.viu.com.

To view/download available images, please visit <https://bit.ly/3LucrQU>.

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**Source: AMPD Research of Media Partners Asia (MPA) and amongst major video streaming platforms excluding YouTube and TikTok in Southeast Asia. Q1 2021 – Q4 2021 quarterly reports cover Indonesia, Malaysia, Thailand, Singapore, and the Philippines.*

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 60.7 million monthly active users ("MAUs") as of June 2022.

The Viu service is available to consumers through a dual model with an ad-supported free tier and a premium subscription tier (consisting of different subscription options). Viu offers fresh premium TV series, movies and lifestyle programmes 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 localised 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 the 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.

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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 regions, as well as content production, artiste management and the event business.

Through HK Television Entertainment Company Limited, PCCW also operates a domestic free TV service in Hong Kong.

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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Issued by PCCW Limited.