



## Viu Thailand announces Reborn Rich remake at Viu UPFRONT

*Unveils slate of Thai Original titles for 2023*

**PCCW (SEHK:0008) – BANGKOK, 23 March 2023** – Viu, PCCW's leading pan-regional OTT video streaming service, announced that it would be remaking popular Korean drama Reborn Rich in Thai at the Viu UPFRONT 2023 event held in Bangkok today. The Viu Original title was a major success last year, topping most-watched charts on the Viu platform across its markets and was distributed to over 170 countries across Asia, the Middle East, Japan and the Americas. Starring Song Joong-ki, Reborn Rich was one of the most-watched Korean dramas of 2022 and is amongst the top-ranking dramas of all time on JTBC.

The Thai version of Reborn Rich is scheduled to premiere in 2024. It was the finale to the showcase which unveiled Thai Viu Original titles including Love Me Again, Shadow, Close Friend: Soju Bomb, The Outing, and the previously announced Get Rich. The Viu Original titles cover a range of genres, from romantic to mystery drama, in line with the consumer demand observed in the market.

Showcasing regional and local-specific original titles through UPFRONT events aligns with Viu's proposition to be relevant on both levels. This is the second country-specific UPFRONT event for Viu this year after the successful launch of its Malaysia lineup for 2023 at Viu Malaysian UPFRONT. Viu UPFRONT events enable the platform to connect key media agencies, business partners, clients and the local creative community.

Viu UPFRONT 2023 Thailand follows the announcement at Filmart Hong Kong last week that the platform will release over 25 Viu Original titles in 2023. Derek Wong, Head of Viu Originals, SEA & MEA, said, "Showcasing our local Viu Original titles within the local markets is important for us as we continue to develop content that works locally and regionally. Having the cast and crew present gives us the unique opportunity to showcase the talent behind the upcoming content we are producing. I am excited for what we have planned for 2023."

The star-studded event in Bangkok welcomed leading actors from upcoming Viu Original titles including Hansa Jungviwattanawong, Kanticha Chumma, Janistar Phomphadungcheep, Chinawut Indracusin, Suppasit Jongcheveevat, Lapassalan Jiravechsoontornkul, Chanon Santinatornkul, Khet ThanThup, Pete Thongchua, Prachaya Ruangroj, Jirakit Kuariyakul, and Purewarin Kosiriwalanon, who mingled with partners and media at the EmQuartier shopping mall in Bangkok.

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## **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 66.4 million monthly active users ("MAU") as of December 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 different genres from top content providers, in local and regional language and subtitles. It also produces 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](http://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 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.

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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](http://www.pccw.com).

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