



## Viu and Mediacorp combine forces to amplify premium content offerings for viewers across Asia



**PCCW (SEHK:0008) – HONG KONG / SINGAPORE, March 20, 2020** – Viu, a leading pan-regional OTT video service from PCCW Media Group with more than 41 million monthly active users (MAU), and Mediacorp, Singapore’s largest content creator and national media network, today announced a collaboration which will offer Viu-ers access to drama and lifestyle programmes from Mediacorp.

Ms. Virginia Lim, Chief Content Officer, Viu, said, “Viu has established itself to be a leading pan-regional OTT platform engaging our viewers with premium entertainment content made in Asia. We are committed to continually enriching the content experience on our platform, and in recent years we have successfully brought locally produced shows from terrestrial broadcasters to our regional digital viewers. This collaboration with Mediacorp is another example of Viu being the ideal digital platform in the region to showcase the great content produced in Singapore.”

Starting from today, more than 600 hours of curated Mediacorp content will be available to Viu-ers throughout Indonesia, Hong Kong, Malaysia, the Philippines, Singapore and Thailand. This selection spans scripted and factual titles, from recent Chinese rom-com megahits like *My One In A Million* (2019) and the social issue-focused dystopian drama *A World of Difference* (2019); romantic family-friendly titles *Happy Prince* (2020) and *Heart to Heart* (2018); psychodramas *Doppelganger* (2018) and *The Driver* (2020); seasons three and four of the popular police procedural series *C.L.I.F.* (2014 - 2016), to *All Around You* (2020), a youth-centric drama featuring the fresh-faced finalists of Star Search 2019.

English programmes for the picking include Asia Contents Awards 2019 Best Asian Drama winner *Faculty* (2017), seasons one and two of tech-driven thriller *Zero Calling* (2014 - 2015), and *Food Heroes* (2016), CNA's showcase of Singaporean gastronomic gurus. Content will include English, Bahasa Melayu, Traditional Chinese and Thai subtitles on an as-available basis.

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Ms. Doreen Neo, Chief Content Officer, Mediacorp, said, “Partnering with Viu will extend the reach and recognition of our content to a wider regional audience, and attests to the universal appeal and storytelling strength of Mediacorp productions. We are excited to introduce our proudly ‘made in Singapore’ content to new audiences across Asia.”

The Mediacorp content offerings are now available on the Viu mobile app, which can be downloaded for free on App Store, Google Play, and selected smart TVs; as well as on the web at [www.viu.com](http://www.viu.com).

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## **About Mediacorp**

Mediacorp is Singapore’s largest content creator and national media network, operating six TV channels, 11 radio stations and multiple digital platforms including CNA, Singapore’s most used news app, and meWATCH, its digital video platform. Its mission is to engage, entertain and enrich audiences by harnessing the power of creativity.

Mediacorp pioneered the development of Singapore’s broadcasting industry, with radio broadcast in 1936 and television broadcast in 1963. Today, it reaches 98% of Singaporeans in four languages weekly and has a growing Asian audience base through CNA as well as entertainment content that is distributed across markets in the region.

The Mediacorp Partner Network brings Mediacorp together with industry-leading brands like ESPN, Edipresse Media, 99.co and VICE to deliver rich content for consumers and effective solutions for advertisers.

Mediacorp is the recipient of industry accolades including New York Festivals, World Media Festivals, PromaxBDA (World and Asia) and Asian Academy Creative Awards. For more information, please visit [Mediacorp.sg](http://Mediacorp.sg).

## **About Viu**

Viu is a leading pan-regional over-the-top (OTT) video streaming service operated by PCCW Media Group. It is available in 16 markets including: Hong Kong, Singapore, Malaysia, Indonesia, the Philippines, Thailand and Myanmar in Asia; Bahrain, Egypt, Jordan, Kuwait, Oman, Qatar, Saudi Arabia and the UAE in the Middle East; as well as South Africa.

Operating with both an ad-supported tier and a premium subscription tier, Viu delivers premium content in different genres from top content providers with local and regional languages and subtitles, as well as original production series under the “Viu Original” initiative.

Viu offers users popular and current content with streaming and download features, and localized user interfaces. With the patented Dynamic Adaptive Transcoding technology, 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, selected smart TVs, as well as on web by logging into [www.viu.com](http://www.viu.com).

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## **About PCCW Media**

PCCW Media Group is a leading, fully integrated multimedia and entertainment company headquartered in Hong Kong.

PCCW Media operates the leading pay-TV service in Hong Kong under the Now TV brand offering more than 160 linear channels and an extensive on demand library of local, Asian and international programming. Premium content can also be accessed by subscribers via the Now Player companion app. It is also a leading producer of Chinese language news, financial news and sports programming, in addition to Asian infotainment content which complements its wide portfolio of licensed movie and international television content. Now TV also offers its content via Now E, a subscription OTT (over-the-top) service with international and Asian dramas, movies and world-class sports events, which is designed to meet the needs of millennial viewers. In addition, PCCW Media operates popular digital music streaming service MOOV in Hong Kong.

PCCW Media Group also provides a leading pan-regional OTT video service under the Viu brand with over 40 million users in 16 markets including countries in Southeast Asia and the Middle East, as well as South Africa. 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”. The service can be accessed via app, selected smart TVs and online.

## **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 interest in the HKT Trust and HKT Limited, Hong Kong’s premier telecommunications service provider and leading operator in fixed-line, broadband and mobile communication services. HKT meets the needs of the Hong Kong public and local and international businesses with a wide range of services including local telephony, local data and broadband, international telecommunications, mobile, and other telecommunications businesses such as customer premises equipment sale, outsourcing, consulting, and contact centers.

PCCW also owns a fully integrated multimedia and entertainment group in Hong Kong, PCCW Media. PCCW Media operates the largest local pay-TV operation, Now TV, and is engaged in the provision of over-the-top (OTT) video service under the Viu brand in Hong Kong and other places in the region.

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

Also, wholly-owned by the Group, PCCW Solutions is a leading information technology outsourcing and business process outsourcing provider in Hong Kong and mainland China.

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In addition, PCCW holds a majority interest 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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Jointly issued by PCCW Limited and Mediacorp.