



## **HKT, PCCW Media and LG U+ jointly bring VR K-pop content exclusively to CSL Mobile 5G users in Hong Kong**

**PCCW (SEHK:0008) – HONG KONG / SOUTH KOREA, March 26, 2020** – HKT, Hong Kong's premier telecommunications service provider, PCCW Media, a leading, fully integrated multimedia and entertainment company headquartered in Hong Kong, and LG U+, an innovative mobile network operator in South Korea, announce an exclusive collaboration to introduce virtual reality (VR) K-pop content to CSL Mobile 5G users in Hong Kong, bringing revolutionized mobile entertainment experience for mobile users in the 5G era.

PCCW Media, LG U+ and HKT will offer *The Show*, a hugely popular K-pop music chart show from SBS Medianet, exclusively to CSL Mobile 5G users. *The Show* is produced in 4K resolution and especially created for 180° VR viewing. It consists of 120 mini performances showcasing the hottest K-pop idols and backstage making-of programs starring famous and popular Korean artists like IZ\*ONE, MAMAMOO, KANG DANIEL and MONSTA X, etc. With the VR technology, K-pop fans will feel as if their favourite idols were performing in front of their eyes.

Starting from April 1, 2020, CSL Mobile 5G users will be able to enjoy *The Show* and other VR content via the newly launched "csl. 5G VR App".

Mr. Derek Choi, Head of Pay TV of PCCW Media Group, said, "We are excited to join hands with LG U+ to introduce VR entertainment content to Hong Kong. As Hong Kong will soon be entering into the 5G era, new technologies such as VR will certainly take the viewing experience to the next level. PCCW Media has a proven track record in offering innovative services to its pay-TV and OTT users and the collaboration with LG U+ further demonstrates our continual commitment to providing the best and refreshing viewing experiences to viewers in Hong Kong and other markets in the region."

Mr. Bruce Lam, Managing Director of CSL Mobile Consumer Mobile, said, "The ultra high speed and low latency of 5G open the door to the VR applications. Together with the huge popularity of K-pop in Hong Kong, the combination of two will definitely bring immersive VR experience to our 5G users. We will continue to work with content partners like LG U+ to further enrich our true 5G services."

Mr. Sangmin Lee, CTO of LG U+, said, "We sincerely congratulate PCCW Media and HKT for launching the 5G services. As the next dynamic force for growth, 5G will make our daily lives more convenient and diverse. We are happy to be introducing our K-pop VR contents to the users in Hong Kong through our reliable partner, PCCW Media. We hope the best success for HKT in the future of 5G ecosystem and also look forward to our continuous partnership."

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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 OTT (over-the-top) 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.

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).

## **About HKT**

HKT (SEHK: 6823) is Hong Kong's premier telecommunications service provider and leading operator in fixed-line, broadband and mobile communication services. It 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, enterprise solutions, and other telecommunications businesses such as customer premises equipment sales, outsourcing, consulting, and contact centers.

HKT offers a unique quadruple-play experience in Hong Kong delivering media content on its fixed-line, broadband Internet access and mobile platforms jointly with its parent company, PCCW Limited.

HKT also provides a range of innovative and smart living services beyond connectivity to make the daily lives of customers smarter, whether they are at home, in the workplace, or on the go. Consumers and merchants alike may also enjoy HKT's financial-related services such as mobile payment, smart mobile point-of-sale solutions, and insurance.

For enterprises, HKT delivers end-to-end integrated solutions employing emerging technologies such as cloud computing, Internet of Things (IoT) and Artificial Intelligence (AI) to accelerate their digital transformation, contributing to Hong Kong's development into a smart city.

The Club is HKT's loyalty program and one of the largest of its kind in Hong Kong, not only offering a variety of privileges and benefits to enrich the lifestyle of members, but also increasingly amalgamating merchants and becoming an integral part of a new digital ecosystem connecting consumers and merchants.

For more information, please visit [www.hkt.com](http://www.hkt.com).

## **About LG U+**

LG U+ is one of the leading telecommunication companies in Korea and the world's first carrier to commercialize 5G. From Mobile, Home IoT, to Media services such as IPTV and Immersive Contents (AR, VR), each business area offers high-quality and high-standard contents for the purpose of providing differentiated value to customers.

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Jointly issued by HKT Limited, PCCW Limited and LG U+.