



PCCW Media's *THE SEASON* set for global premiere in June 2026

A summer release across Viu, Hulu (U.S.), and Now TV (Hong Kong) marks multi-platform debut for premium drama series

PCCW (SEHK:0008) – HONG KONG – 18 MARCH 2026 – PCCW Media has announced that its premium drama series, *THE SEASON*, produced in partnership with global entertainment company SK Global (*Crazy Rich Asians*, *Thai Cave Rescue*, *Delhi Crime*), will premiere globally in **June 2026**. The six-part series will be available on Viu across markets in Asia, the Middle East and South Africa, on Hulu and Hulu on Disney+ in the U.S. and on Now TV in Hong Kong. Fremantle leads international sales, with the support from De Maio Entertainment.

The announcement comes as the cast and creative team reunite at the Hong Kong International Film and TV Market (FILMART) 2026—exactly one year after the project was first unveiled to the international market. Jessie Mei Li, Toby Stephens, Karena Lam, and Chris Pang joined showrunner Yalun Tu in Hong Kong to celebrate the journey from announcement to delivery, marking a full-circle moment for the production.

A story of power, glamour, and secrets

THE SEASON, a champagne fueled revenge drama, unfolds during Hong Kong's high-society summer, where connections are everything and nothing is quite as it seems. At the center is the Hext family, an old-money institution, who rule the city's elite. through yacht parties, horse races, and charity galas – while secrets and scandal simmer beneath the surface.

Into this world steps Cola, a newcomer with a hidden agenda. As rivalries ignite and alliances turn lethal, the season builds to a climatic reckoning that threatens to shatter the fabric of high society.

The cast

Leading an international ensemble, **Jessie Mei Li** (*Shadow and Bone*) stars as **Cola**, a newcomer whose arrival sets in motion events no one anticipated. **Toby Stephens** (*Percy Jackson and the Olympians*) and three-time Golden Horse winner **Karena Lam** lead the Hext family as patriarch **Christopher Hext** and the formidable **Fiona Hext**.

Joining the ensemble are:

- **Chris Pang** (*Crazy Rich Asians*) as **Andrew Fung**
- **Celina Jade** (*Wolf Warrior 2*) as **Carrie Shen**
- **Justin Chien** (*The Brothers Sun*) as **David Ho**
- **Yvonne Chapman** (*Avatar: The Last Airbender*) as **Madeline Wong**
- **Kōki**, (Rising Star of Asia Award 2025) as **Alison Hext**
- **Lee Jae-yoon** (*Physical 100 Season 2*) as **Jon Kim**

The creative team

THE SEASON is brought to life by a visionary creative team. It is created and executive produced by **Yalun Tu**, known for his work on *NCIS: Hawaii* and projects with Amazon Japan and HBO Asia. Acclaimed Chilean director **Marialy Rivas** (*The Jetty, Perry Mason*) serves as lead director and executive producer.

Janice Lee, CEO, PCCW Media Group & Viu and **Agatha Lo** serve as executive producers for PCCW Media. The series is executive produced for SK Global by **Chloe Dan**, EVP, Head of Television, alongside **Matt Aragachi** and **Dylan Tarason**.

Janice Lee, CEO, PCCW Media Group & Viu said: “We are looking forward to bringing *THE SEASON* to audiences around the world—on Viu, Hulu, Now TV and more platforms—this summer. Set against the pulsating energy of Hong Kong and its spectacular cityscape, we believe *THE SEASON*, at its core, is a story of redemption with characters who will resonate with audiences globally. We are thrilled to partner with SK Global and our platform partners to share it with viewers everywhere. Returning to FILMART one year after our initial announcement, and with the series now complete, we are excited to share a first glimpse of the work realised by an amazing creative team and cast.”

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About PCCW Media

PCCW Media delivers premium streaming services across markets in Asia, the Middle East and South Africa, free television in Hong Kong and live entertainment globally, reaching tens of millions of users and households through diverse content, talent development and online-to-offline entertainment events. Rooted in Hong Kong, PCCW Media engages the world through original productions, localised global hits and content that resonate and propagate.

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About Hulu

Hulu is a leading premium streaming service that offers an expansive slate of live and on-demand entertainment through a wide array of subscription options that give consumers ultimate control over their viewing experience. As part of the Disney Entertainment segment, Hulu is the only on-demand offering that provides access to shows from every major U.S. broadcast network, libraries of hit TV series and films – including licensed content streaming exclusively on Hulu – and award-winning Originals. Hulu is available as a standalone streaming service or as part of bundle offerings with different combinations of Disney+ and ESPN and can be further personalized through a variety of premium and Live TV add-on subscriptions. With Hulu + Live TV, subscribers receive a unique combination of 95+ live news, entertainment and sports TV channels and can access Hulu’s on-demand library, plus Disney+ and ESPN in their respective apps, all in one plan. Visit [hulu.com](https://www.hulu.com) to subscribe or learn more about the service

ABOUT SK GLOBAL

SK Global is an industry-leading entertainment studio focused on creating premium content for global audiences. The international studio develops, finances, and produces award-winning films, exhilarating television series, and thought-provoking documentaries in partnership with distributors, networks, and platforms around the world. SK Global has a library of over 100 feature films and television series and has earned 20 Academy Award® nominations, two Emmy Award wins, and four Emmy Award nominations since its inception.

With a commitment to producing locally rooted stories that resonate globally, SK Global continues to expand its slate domestically and internationally through homegrown development, strategic partnerships, and regionally focused productions. Upcoming projects include “The Season,” an English-language drama series shot in Hong Kong and produced in collaboration with PCCW Media, and “Reykjavik,” a historical thriller filmed in Iceland that chronicles the high-stakes 1986 summit between U.S. President Ronald Reagan and Soviet leader Mikhail Gorbachev at the height of the Cold War.

The studio’s expansive library spans romantic comedies like “Anyone But You” and “Crazy Rich Asians,” acclaimed dramas including “Hell or High Water” and “The Place Beyond The Pines,” and standout documentaries such as “Mountain Queen: The Summits of Lhakpa Sherpa.” Additional titles include the gripping limited series “Thai Cave Rescue” and the International Emmy-winning Indian crime drama “Delhi Crime.” SK Global also owns Critical Content, the independent production company behind “Catfish”

(MTV), “Ginny and Georgia” (Netflix), “Sly” (Netflix), and the hit new reality series “Nelly & Ashanti: We Belong Together” (Peacock).

SK Global delivers premium programming across the entertainment industry with partners such as Netflix, Apple TV+, HBO Max, Sony Pictures, Warner Brothers, Magnolia Pictures, Focus Features, StudioCanal, CJ Entertainment, and more.

Follow SK Global on [LinkedIn](#) and [Instagram](#) and visit skglobalentertainment.com for more information.

About Fremantle

Fremantle is a leading global creator, producer and distributor of some of the world’s most successful content across Entertainment, Drama & Film, and Documentaries.

Amplifying local stories on a global scale, Fremantle produces and delivers premium, multi-genre IP across the 28 territories it has a presence in. Fremantle is a proudly independent group of content creators, and home to some of the biggest entertainment formats, compelling international dramas, award-winning films and high-quality documentaries.

From *Got Talent* to *My Brilliant Friend*, *Family Feud* to *Poor Things*, *Mussolini: Son of the Century* to *It’s Never Over*, *Jeff Buckley*, *Too Hot To Handle* to *Big Mood*, *Maxton Hall* to *Idols*, and *Maria* to *The Zelensky Story*, our focus is simple – Fremantle creates and delivers irresistible entertainment.

Fremantle also represents world-leading digital and branded entertainment, with more than 550 million fans and 390 billion views for its standout content across all platforms. Fremantle’s Global Channels unit consists of more than 20 FAST channels worldwide, including *BUZZR*, *Rig TV*, and *Baywatch*.

Fremantle is part of RTL Group, a global leader across broadcast, streaming, content and digital, itself a division of the international media, services, and education company Bertelsmann.

For more information, please visit www.fremantle.com, follow Fremantle on Twitter [@FremantleHQ](#) and Instagram [@fremantle](#) or visit Fremantle’s [LinkedIn](#) page.