



## Viu deepens partnership with GMM Grammy to bring highly anticipated premium Thai content to Viu'ers in Asia

With each content partnership, Viu grows the ecosystem to serve up exceptional Asian content, and promote talent in the entertainment industry to the region



**PCCW (SEHK:0008) – HONG KONG, March 24, 2020** – Viu, a leading pan-regional OTT video streaming service from PCCW Media Group with more than 41 million monthly active users (MAU), further deepens its partnership today with Thai entertainment giant GMM Grammy to offer top-notch One31 Channel and GMM25 content on its platform to the region.

With the partnership, Viu offers near real-time simulcast – within two hours – of One31 Channel's content in Thailand, giving Thai Viu'ers more choice about when and how they may watch their favourite shows.

The same content will be available to all Viu'ers in Malaysia, Indonesia, Myanmar and Singapore, with local language subtitles in Bahasa Malaysia, Bahasa Indonesia, Burmese and English, soon after the initial broadcast in Thailand. The partnership brings over 300 hours of near real-time simulcast content from One31 Channel to these markets, with a significant 812 hours' worth of library content to Thailand.

Furthermore, 290 hours of GMM25 content will now also be available to all Malaysia and Indonesia Viu'ers, complete with English and Bahasa Indonesia subtitles respectively.

Into its third year, the collaboration has been extended to enable Viu to not only exclusively serve up near real-time simulcast of One31 Channel and provide fresh GMM25 content, but also allows Viu Premium users to download the content to watch at their leisure.

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Highly-anticipated titles include One31 Channel's *Crowns of Grass* (March, 2020), *The Passbook* (March, 2020), *the Venom's Tale* (February 2020) and GMM25's *The Mistress, Love Revenge, Club Friday the Series 11*.

Ms. Virginia Lim, Chief Content Officer, Viu said, "After our success with Korean content across the region, we see Thai content as the next regional content wave in Southeast Asia. With the GMM partnership, we are glad to provide another popular genre of quality content on our strong platform which serves millions of digital audiences across the region. Our video minutes have grown in billions over the years and this is a testimony of our content in deepening Viu'ers engagement. We will continue to bring the best entertainment to our platform."

Mr. Takonkiet Viravan, Chief Executive Officer of One31 Channel, said, "We are very happy to have Viu as a partner. Combining the strengths of Channel ONE31's prominent Thai dramas and Viu's international online platform, we will bring both of our audiences together and expand our audience base. As technology continues to advance, there are so many possibilities for our communities to grow and it is our pleasure to grow together with Viu."

Mr. Sataporn Panichraksapong, Chief Executive Officer of GMM25, said, "GMM25 and Viu have been partners for three years, ever since Viu's entry into the Thai market. GMM25 series, *The Mistress, Love Revenge* and *Club Friday the Series* proved popular on Viu Thailand platform. From now on, Viu-GMM25 partnership will expand further as Viu will bring Viu Thailand's content to viewers in Malaysia and Indonesia. The collaboration will increase the audience base of Thai content in overseas markets."

To view / download images of the program, please visit <https://bit.ly/3abN82T>.

## **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).

## **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).

### **About One31 Channel**

With more than 30 years in television production industry of a distinctive team and led by Mr. Takonkiet Viravan, One31 has created widely -recognized programs and known as a true leader in various kinds of production innovation. Furthermore, One31 has become a channel broadcasting on satellite television in 2012.

One31 has received a license for national network provider in digital television broadcasting business, HD category, from Office of The National Broadcasting and Telecommunications Commission (Office of the NBTC) since January 2014. This enables the channel to expand its business and becomes a leader among content creators in nation and overseas. At the same time, One31 is adapted to digital technology in creating programs to satisfy viewers' interests in all channels. The channel reaches international standard and it is ready to be a leader of content creator in all categories, including series, varieties, news and others. It aims to bring happiness to all viewers of all ages, all genders in all channels.

One31 is considered as a media to connect relationship of all generations in Thai society to get closer. The channel meets viewers' demands of innovative age with its international production standard and high quality. One31 Channel is truly shown integrated and long-established of Thainess and international, under the concept of "Bringing All Generations Closer Together"

### **About GMM25**

GMM25 is a Thai free-to-air television channel broadcasted in standard definition form. The channel was launched in January 2015. GMM25 dramas are popular among Thai audiences and began to rise in popularity across Asia. GMM25's popular dramas and programs including *The Mistress*, *Flame of Desire*, *Accidental Love*, *Heart (not) Vacant*, *Love Revenge*, *Truth Reveals*, *A beautiful lie*, *Club Friday the Series*, and variety program such as *Chae*, *Women's Talk*, and *Look Toong Soo Fud*.

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