



## Viu announces Viu Originals including Song Joong-ki-led *My Youth*

*Calls for proposals for first co-investment with KOCCA*



**PCCW (SEHK:0008) – 18 March 2025, HONG KONG** – Viu, PCCW's leading pan-regional OTT video streaming service, announces plans to launch multiple Viu Originals this year, including Song Joong-ki-lead *My Youth*.

Starring Song Joong-ki and Chun Woo-hee, *My Youth* is slated to premiere in the second half of 2025. *My Youth* centres on Sun Woo-hae (Song Joong-ki), a former child actor turned novelist and florist, whose life takes an unexpected turn when he crosses paths with Seong Je-yeon (Chun Woo-hee), a manager at an entertainment company. As teenagers, they found comfort in each other during challenging times. Now, fate intertwines their paths once more, unearthing long-buried memories and forcing them to confront the emotions they thought they had left behind. This marks Song Joong-ki's first major drama following the success of Viu Original *Reborn Rich* in 2022, which became the most watched show on the Viu platform within just 10 days of its launch.

### Expanding the Viu Originals line-up

In addition to *My Youth*, Viu has announced three new Viu Originals: Korean rom-com *My Girlfriend is the Man!*, gripping Thai murder mystery *Maya* and *Diverse Macau*, a travel show from Hong Kong that is as entertaining as it is informative. Q2 will also

feature the highly anticipated Chinese series *The Immortal Ascension* (凡人修仙傳), starring Yang Yang (楊洋) and Jin Chen (金晨), as well as local dramas from Indonesia, Malaysia and Thailand.

### **Co-investment project with Korea Creative Content Agency (KOCCA)**

Viu continues to strengthen its commitment to global and local entertainment. In August 2024, Viu signed a memorandum of understanding with KOCCA with a view to co-investing in premium Korean content that seamlessly blends strong Southeast Asian elements with global appeal. A call for proposals will officially launch in Q2 2025, inviting submissions for both scripted and non-scripted creations while marking the first co-investment between Viu and KOCCA. Selected projects will premiere exclusively on Viu, showcasing culturally rich narratives worldwide.

### **Commitment to local relevance**

Striving for local relevance, Viu has steadily expanded its content mix in individual markets. This includes not only locally produced Viu Originals but also local title acquisitions from a wide network of partners, offering regional viewers a diverse selection of content that resonates and entertains.

- # -

### **About Viu**

Viu, a leading pan-regional over-the-top (OTT) video streaming service, is available in 16 markets across Asia, the Middle East and South Africa.

The Viu service is available to consumers through a dual model, with an ad-supported free tier and a premium subscription tier. In addition to premium original productions under the brand “Viu Original”, Viu showcases TV series, movies and lifestyle programmes from top content providers in local and regional languages with subtitles. Viu Scream Dates, its multi-market fan-meet offering, extends the Viu experience beyond the screens by bringing stars closer to their fans via live events.

In June 2023, PCCW and CANAL+ formed a partnership to accelerate the growth of Viu, making CANAL+ a strategic investor in Viu.

Viu also operates MOOV, a popular digital music streaming and live concerts service in Hong Kong.

Viu is a member of PCCW Media under PCCW Limited, a global company headquartered in Hong Kong with interests in telecommunications, media, IT solutions, property development and investments, and other businesses. PCCW also operates ViuTV, a free television service in Hong Kong, through HK Television Entertainment Company Limited, and has interests in Pacific Century Premium Developments Limited, among other global investments.

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

**For media enquiries, please contact:**

**PCCW**

Group Communications

Nicole Lo

Tel: +852 2883 2742

Email: [nicole.cm.lo@pccw.com](mailto:nicole.cm.lo@pccw.com)

**Viu**

Lavina Tauro

Email: [lavina.tauro@pccw.com](mailto:lavina.tauro@pccw.com)