



Viu reaches 41.4 million monthly active users and 5.7 billion video views; grows video OTT revenue by 32% in 2019

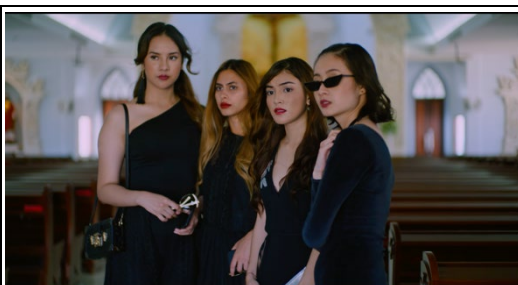
Rapid growth in 2019 fuelled by award-winning content and sticky service

PCCW (SEHK:0008) – HONG KONG, February 17, 2020 – Viu, a leading pan-regional OTT video service from PCCW Media Group, achieved new milestones in 2019 that demonstrate the rapid growth of a highly engaged user base and continual increase in monetization reflected in revenue for the OTT video segment. Viu reached 41.4 million monthly active users (MAU) at the end of 2019, representing an increase of 35% over 2018. Additionally, video views grew 69% to 5.7 billion year-over-year. The expanding user base and increased engagement have supported the growth in its video segment revenue which grew by 32% in 2019.

Viu Original Among Most Viewed

More than 40% of Viu'ers have watched Viu Original productions and those titles are ranked within the top five shows viewed, amongst all new titles launched in 2019. Viu focuses on three key areas when developing Viu Original - creating original properties based on analytics and insights of consumption on our platform; innovating new production concepts such as *My Bubble Tea* (Thailand), a drama leveraging youth-oriented stories and online fan fictions; and locally adapting globally acclaimed properties, such as *Black* (Malaysia).

The following anticipated adaptations out of Indonesia and Malaysia are coming soon:



Pretty Little Liars

Viu is remaking one of the most successful Warner Bros. International Television Production titles, *Pretty Little Liars*, in Asia. Localized in Bahasa and filmed in Bali, the series follows a group of four estranged undergrads whose group has fallen apart when their former leader went missing. The girls come back together in the face of danger, when they begin receiving messages from a mysterious figure known as "A", who threatens to expose their darkest secrets.

It is expected to air in Q1 2020 with an ensemble cast featuring Yuki Kato, Anya Geraldine, Eyka Farhana, Valerie Thomas and Shindy Huang.

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The Bridge 2

The Bridge 2 is a collaboration between HBO Asia and Viu to create the second season of Endemol Shine Group's *The Bridge*. Riding on the success of the first season, season two will pick up one year after where the story ended in season one. A yacht registered in Singapore drifts ashore in Johor with a deceased Indonesian family on board. Investigating the slew of serial killings that follow, the characters become mired in a web of treachery, deceit and personal tragedy.

It is expected to air in Q2 2020 with Ario Bayo joining returning cast Bront Palarae and Rebecca Lim in the lead roles.

Viu's Leadership Position According to App Annie Ranking

Viu ranked number two in "IAP Revenue", "Monthly Active Users", "Total Time" and "Avg Time per user" respectively in December 2019 among top video streaming apps (entertainment category) in Greater Southeast Asia (Hong Kong, Indonesia, Malaysia, Philippines, Singapore and Thailand) as verified by App Annie.

This substantiates the scale of Viu's user base as well as the quality of our users as demonstrated by the high engagement time as the number of users continue to grow.

A Regional Leader in OTT Video Entertainment - Dec 2019 (Greater SEA)

All Data and information below has been provided and verified by App Annie

Rank	IAP Revenue ¹ (in-app purchase)	Monthly Active Users ²	Total Time ³	Avg Time per user ⁴
1	Netflix	Netflix	Netflix	Netflix
2	Viu	Viu	Viu	Viu
3	WeTV	iflix	iWant TV	Youtube Kids
4	V – Live Broadcasting	TrueID	Youtube Kids	iWant TV
5	MONOMAXXX	iWant TV	WeTV	AIS PLAY
6	TrueID	LINE TV	iflix	HOOQ
7	HBO GO Singapore	Google Play Movies and TV	TrueID	Iflix
8	Iflix	YouTube Kids	Twitch	TrueID
9	HOOQ	HOOQ	HOOQ	LINE TV
10	iQIYI	AIS Play	LINE TV	Google Play Movies and TV

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Source: App Annie Intelligence data by using combined data and estimates from iPhone and Android Phone.

1. Revenue: Includes any paid downloads and/or in-app revenue net of the 30% platform commission that goes to the iOS or Google Play stores in December 2019 and excludes any revenue generated outside of the app stores, such as advertising and e-commerce.

2. Unique active user in December 2019.

3. Total Time: The total time spent in an app across all users in December 2019.

4. The average total time spent in an app or viewing a mobile website during a period by an active user in December 2019.

5. Viu ranked No.2, compared against other Greater SEA Video Streaming Apps (entertainment category) based on the total sum of each metric across regions specified above.

Video streaming apps were identified from entertainment category apps on iOS App Store and Google Play, which include apps with some long-form videos in the form of TV series, movies, news programs and full sports events (including eSports) where the content provider retains ownership and control of the content. Apps exclusively showing short-form videos in the form of music videos, user-generated content and highlights and clips were excluded.

Source: PCCW 2019 Annual Results presentation.

Ms. Janice Lee, Managing Director PCCW Media Group and Chief Executive Officer of Viu, said, “We have a passion for storytelling that cuts across languages and cultural settings, and are drawn to universal stories told through a local lens. In 2020, Viu continues to bring the widest and most popular Korean content and Viu Original productions to online audiences across markets in Southeast Asia and the Middle East. We look forward to showcasing these works from Asian creative talents to more audience internationally. We are delighted to see an increasing appetite for Asian content from audience globally as evidenced by the sweeping Oscar wins for *Parasite* this year, which can be watched on Viu in Indonesia, Malaysia, Thailand, Singapore and the Philippines starting this month.”

Ms. Lee added, “We thank our partners and Viu’ers for enabling us to reach new heights, taking our service to scale and improving our service based on feedback through content usage. This year we will continue to develop original content and identify opportunities to build up local talent ecosystems in Asia, along the lines of the Viu Pitching Forum and Viu Shorts! Competitions which we established.”

Viu mobile app can be downloaded for free on App Store, Google Play, and selected smart TVs, as well as on the web at www.viu.com.

For further details of Viu’s business performance, please refer to the [announcement](#) of PCCW 2019 annual results.

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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 language 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.

About PCCW Media

The Media Group of PCCW is a leading, fully integrated multimedia and entertainment group in Hong Kong.

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The Media Group operates the leading pay-TV service in Hong Kong under the Now TV brand delivering both self-produced and licensed content to its customers using IPTV technology. Now TV offers more than 160 linear channels and on demand library of local, Asian and international programming. Its premium content can also be accessed via the Now Player 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. PCCW Media also offers the Now E entertainment OTT (over-the-top) platform with international and Asian dramas, movies and world-class sports events, which is designed to meet the needs of viewers with millennial lifestyle.

The Media Group is also engaged in the provision of OTT video service under the Viu brand in Hong Kong and 15 other markets including countries in Southeast Asia and the Middle East, as well as South Africa. In addition, MOOV is a hugely popular music digital streaming service in Hong Kong.

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.

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.

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