



## Viu brings Lee Je-hoon, star of its latest Viu Original, *Taxi Driver 2*, to Hong Kong for Filmart

*Associating with his Vacation Fan Meet in three markets*



**PCCW (SEHK:0008) – HONG KONG / SINGAPORE, 7 March 2023** - Viu, PCCW's leading pan-regional OTT video streaming service, today announced Lee Je-hoon, the star of its Viu Original *Taxi Driver 2*, will attend Filmart in Hong Kong this March to promote the latest original series. Viu is also proud to be associated with Lee Je-hoon's Vacation Fan Meet across Asia in three of its markets, namely the Philippines, Indonesia, and Singapore, in that order in the same month.

Marianne Lee, Chief of Content Acquisition & Development, Viu, said, "The opportunity to work with our partners and bring Lee Je-hoon to a series of our markets is one we could not pass up. It is a part of our goal to deliver a holistic experience for our Viu-ers. Apart from great content, we set out to bring the stars closer to our fans with these live experiences."

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Viu's association with the Lee Je-hoon Vacation Fan Meet will allow Viu-ers to see the *Taxi Driver 2* star in person. 2023 has already seen a cross-market promotional tour for the highly anticipated Viu Original *Nenek Bongkok Tiga/House on Autumn Hill*. The cast travelled to venues in both Malaysia and Indonesia to interact with fans and premier the show in some unique locations.

In 2022, Viu set out to further engage with fans beyond the digital screens. It hosted an event in Singapore for its Viu Original *Reborn Rich* with Song Joong-ki, the lead cast, to meet with regional press and fans. This followed an earlier fan meet tour headlined by Park Eun-bin which Viu brought to Singapore amongst other events in Asia.

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## **About Viu**

Viu, PCCW's leading pan-regional over-the-top ("OTT") video streaming service, is available in 16 markets across Asia, the Middle East and South Africa, with 66.4 million monthly active users ("MAU") as of December 2022.

The Viu service is available to consumers through a dual model with an ad-supported free tier and a premium subscription tier (consisting of different subscription options). Viu offers fresh premium TV series, movies and lifestyle programmes, in different genres from top content providers, in local and regional language and subtitles. It also produces premium original productions under the brand "Viu Original".

Viu also offers users streaming and download features, and localised user interfaces across a myriad of connected devices. Viu can provide the best viewing experience regardless of device or network conditions.

The service can be accessed via the Viu app (available for free on App Store and Google Play) on connected devices, e.g. smartphones and tablets, select smart TVs, as well as on the web by logging into [www.viu.com](http://www.viu.com).

In addition, Viu International Limited, through its subsidiary Moov (Hong Kong) Limited, also operates MOOV, a popular digital music streaming and live music concerts service in Hong Kong.

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## **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 stake in the HKT Trust and HKT Limited, Hong Kong's premier telecommunications service provider and leading operator of fixed-line, broadband, mobile communication and media entertainment services. HKT delivers end-to-end integrated solutions employing emerging technologies to assist enterprises in transforming their businesses. HKT has also built a digital ecosystem integrating its loyalty programme, e-commerce, travel, insurance, big data analytics, FinTech and HealthTech services to deepen its relationship with customers.

PCCW owns a fully integrated multimedia and entertainment group in Hong Kong engaged in the provision of over-the-top ("OTT") video service locally and in other regions, as well as content production, artiste management and the event business.

Through HK Television Entertainment Company Limited, PCCW also operates a domestic free TV service in Hong Kong.

PCCW Solutions is a leading IT and business process outsourcing provider in Hong Kong, mainland China and Southeast Asia.

In addition, PCCW holds a stake in Pacific Century Premium Developments Limited and other overseas investments.

To learn more about PCCW, please visit [www.pccw.com](http://www.pccw.com).

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