

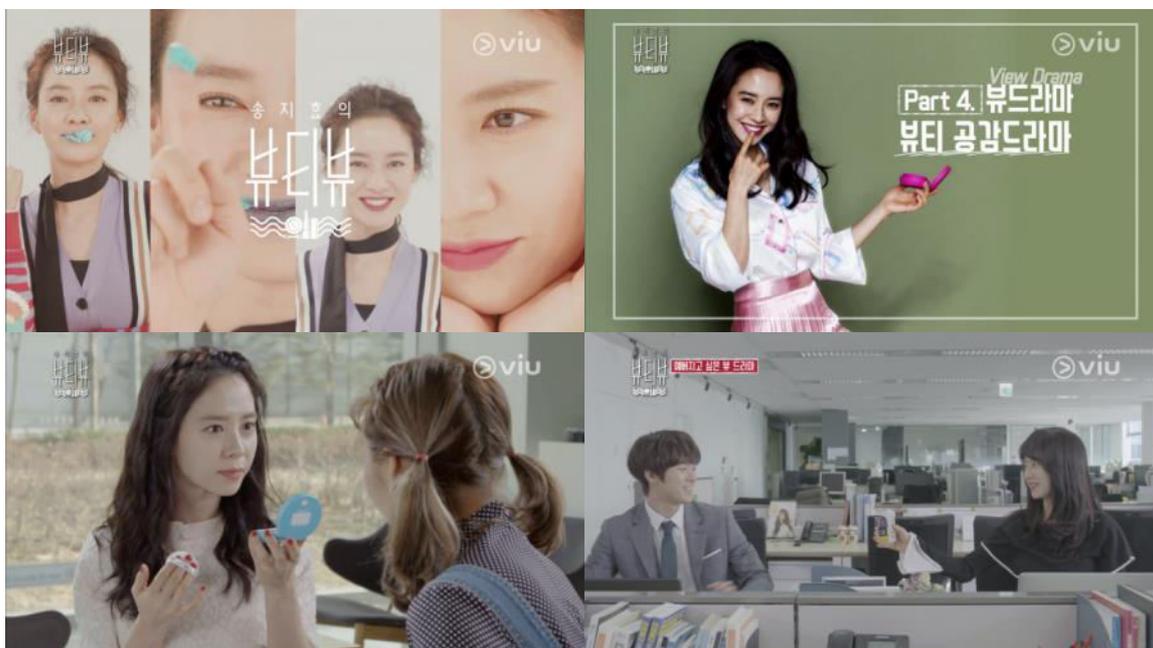


## Viu Originals – unique programming rolling out across the region First and exclusive content holds strong appeal

**MUMBAI, April 26, 2017** --- As part of its ongoing quest in Asia, Viu, a leading pan-regional OTT video service by PCCW Media, made significant upstream investment with Viu Originals to further enhance user engagement, adding value for both subscription partners and advertisers. Viu Originals offers viewers the best range of Asian content. Boasting the most comprehensive Korean content among all video platforms catering to the needs of our pan Asian viewers, Viu Originals has other dynamic exclusive content including Korean, Chinese, Indian and premium South East Asian content for other emerging markets such as Indonesia.

### Landmark collaboration with a famous Korean celebrity Song Ji Hyo's Beauty Views offers immersive experience to pan Asian viewers

*Song Ji Hyo's Beauty Views* is a landmark collaboration with a famous Korean celebrity from hugely popular phenomenal Korean variety show, *Running Man*. Co-produced with SYS Productions, the show is a refreshing departure from traditional beauty column style shows as it offers viewers a creative and immersive experience of the products as introduced by charismatic and stylish Song.



Marking the first collaboration with a regional OTT video platform, Song Ji Hyo shared her excitement on this landmark collaborative effort, “I am very excited about the prospect of working with Viu, the pre-eminent regional OTT platform with a massive engaged user base. I can now readily share my personal views on the latest ins and outs of fashion and style trends in Korea with all my fans in the region under one pan-regional platform.”

Song will be the star to introduce beauty fashion and lifestyle trends in Korea and talk about her opinions on products as well. It will be a big hit offering viewers an engaging

experience and ensuring stickiness that Song may even travel to places with Viu, interact with fans and share her experience of the products along with pertinent advice.

Program highlights:

- Interviews and sharing about the latest trends in Korea, what's in, what's out
- Make up / mix-and-match demo and tips
- Vignettes dramatized on the products' usage

Meanwhile, advertisers access at one go a vast user base comprising millions of Korean celebrities' fans and Millennials who are more receptive to digital engagements on Viu's pan-regional platform. The show delivers a captive and receptive audience who are lured by the Song's charisma, the engaging dramatized vignettes and the sharing sessions.

### **Co-production with premium content partners for Chinese, Indian and Indonesian programs**

Premium Korean content is sweeping the region and Viu Originals intends to further enhancing user's engagement by delivering strong, compelling and locally relevant original content. Viu extends the Viu Originals catalogue through the co-production of long and short form content with top studios, directors and local talents and over the past few months several productions have begun in Hong Kong, India and Indonesia.

#### **Chinese**



#### **Margaret And David – Green Bean**

Margaret and David have been seeing each other for more than a year. One day, David initiated the idea of moving in together. What will happen when the two live under the same roof?



#### **3 X 1**

In the corner of the city, there is a store that knows how to transmigrate. Three time slots, three owners, three parallel and intersecting line. The story of the store is showing us the vicissitudes of life.

## Hindi



### Gehraiyaan

An edge-of-the-seat urban thriller, co-produced by Bollywood ace director Vikram Bhatt and Viu, directed by Sidhant Sachdev is a perfect blend of mystery, thrill, spook and fear overloaded. Sanjeeda Sheikh's character Reyna exudes terror while her boyfriend is at her side to help her face the forces of the dark. The twist in the tale is the emergence of her mysterious neighbour Sahil played by Vatsal Sheth who comes to her rescue. Is the story as straight as it looks to be or is there underlying layers yet to be unfolded? It's a spine-chilling tale that will drive you into the abysmal depths of the dark-side. A show not for the faint-hearted.



### Spotlight

Bollywood fans are in for a treat with Spotlight, a show directed by Suhail Tatar and co-produced by Bollywood biggie Vikram Bhatt. It is a fast-paced, passionate story of a young girl Sana played by Tridha Choudhury of Dahleez fame. She is a small-town girl who aspires to make it in the big bad world of Bollywood. Along her journey, she comes across the dashing heartthrob of Bollywood Romesh Raj essayed by Sid Makkar. Is he the love of her life or just a passing fling? Sana no doubt is blinded by fame but at what cost?

## India Regional | Telugu



### pilla

pilla is an urban entertainer directed by Pavan Sadineni in which the leading lady Dhanya essayed by Dhanya Balakrishna will be seen playing a typical girl next door who goes out to party, gets drunk and realizes the next morning that she is pregnant. The 10-episode show will see her trying her best to trace back the events of the drunken night. It is co-produced by Viu and Tamada Media and presented by Annapurna Studios for entertaining Telugu speaking digital audience.



### **Pelli Gola**

Pelli Gola, a marriage comedy, is set in Amalapuram with the leading pair Abijeet Duddala and Varshini caught in the web of their family's desire to get them married. The digital show directed by Mallik Ram revolves around the couple working to escape getting married by running away from their own wedding. They try hard to keep the wedding bells from tolling but end up falling in love. The digital show is co-produced by Viu and Tamada Media and presented by Annapurna Studios.

In Indonesia, the first annual Viu Female Story Festival was held in Jakarta, Indonesia March 24. This kicked off a competition that's an effort to encourage young, Indonesian talent. The top 5 script writers will be selected to collaborate with Nia Dinata's team to produce an original series (13 episodes). Nia is an award winning Indonesian film director. The competition has generated more than 130 submissions to date. The working title of the series is Switch.

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