



Dear Friends of HKBN

Open Letter: HKBN Invitation to Reed Hastings, Netflix to formally launch services in Hong Kong

Unlike many legacy incumbents around the world, we embrace Over-The-Top (OTT) content as we consider it an essential part of the ecosystem in the fiber era of unlimited bandwidth constraints.

We are proud to lead Hong Kong to a global leadership position, with our city rated as the highest average peak connection speed place in the world by Akamai's Q4, 2013 State of the Internet Report; Hong Kong is rated at 65Mbps, and for reference, HKBN at 87Mbps, the US at 44Mbps and global at 23 Mbps.

At HKBN, we strongly concur with Netflix's vision that with strong net neutrality, new services requiring high-speed Internet can emerge and become popular, spurring even more demand for the lucrative high speed packages that we offer. Bandwidth without engaging content is meaningless, which is why in inviting Netflix to Hong Kong, we are executing on our corporate core purpose to "Make our Hong Kong a better place to live". Hong Kong can certainly do with a new "House of Cards".

[Click here for the Open Letter Invitation to Reed Hastings, Founder and CEO, Netflix.](#)

Hong Kong Broadband Network Limited