



For immediate release

**HKBN and TVB Strengthen Strategic Partnership for Hong Kong and Overseas OTT Markets
HKBN raises targets to bring myTV SUPER into 850,000 homes by end of 2019**

(7 November 2016 – Hong Kong) Ever since Hong Kong Broadband Network Limited (“HKBN”) and Television Broadcasts Limited (“TVB”) collaborated this past April to offer OTT entertainment, myTV SUPER, response has been tremendous. To date, about 250,000 HKBN residential broadband customers have been captivated by their use of the myTV SUPER set-top box service. In order to fulfil customer demand, HKBN has decided to acquire 450,000 additional set-top boxes from TVB, raising the company’s aggregate target to 850,000, the number of myTV SUPER boxes it expects will enter HKBN customer homes by end of 2019. On top of enjoying amazing content via their set-top boxes at home, all HKBN customers using myTV SUPER service can also benefit from the myTV SUPER app on a mobile device for free.

HKBN CEO and Co-Owner, Mr. William Yeung said, “Throughout the past seven months, the launch of our broadband and myTV SUPER service bundles has been extremely successful. Mindful of this, we’re determined to step up our strategic cooperation. Not only will we continue to bring amazing entertainment content to the homes and mobile devices of HKBN customers in Hong Kong, but we will also extend our partnership to the overseas markets, creating a stronger alliance so that more customers can benefit.”

TVB Group Chief Executive Officer, Mr. Mark Lee is impressed by HKBN’s effective execution. Mr. Lee said, “Today, we celebrate our strategic partnership with HKBN much sooner than previously expected. HKBN had an initial sales target of 400,000 set-top boxes in the first 18 months. More than half of that target has been achieved in just seven months. myTV SUPER requires quality network transmission as well as hi-speed and stable network service. I am delighted that TVB partners with HKBN to deliver revolutionary TV experience and quality services to our viewers in Hong Kong and abroad.”

Besides strengthening their partnership locally, the two companies will cooperate to develop opportunities outside of Hong Kong. Building on the success of myTV SUPER, TVB launched in September another OTT service named TVB Anywhere targeting at overseas viewers. In addition to the popular TVB Jade, News and other thematic channels as well as video-on-demand, TVB Anywhere users

can buy VOD titles as a gift and send it to relatives and friends around the world for viewing.

To ensure that experiences of the OTT service are as smooth as possible, and to expedite customer acquisition, HKBN will leverage its expertise to introduce TVB to overseas telecom partners for collaboration discussions. The first phase of cooperation has unfolded in Canada, in which large-scale promotions will kick start soon. In addition, both companies are exploring plans to offer friends and family of HKBN customers who live overseas, exclusive discounts when they subscribe to TVB's OTT service. Full details will be announced soon.

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