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Hong Kong's first bundling of 4K home broadband with entertainment content by HGC and Letv triumphs in the Global Telecoms Business Innovation Awards

Hong Kong, 20 May 2015 - Hong Kong's first bundling of 4K home broadband with entertainment, based on an innovative OTT (over-the-top) partnership model, has won a "Consumer Service Innovation Award" in the ninth Global Telecoms Business Innovation Awards.

The winning package comprises content from Letv - the world's first video website and Internet video company to launch an IPO - and superior broadband service delivered by Hutchison Global Communications Limited (HGC), a leading international fixed-line telecoms operator.

Run by the *Global Telecoms Business* magazine, the Global Telecoms Business Innovation Awards scheme recognises and rewards innovation and excellence throughout the international telecoms industry.

After identifying huge consumer demand for online videos, Letv decided to collaborate with HGC's 3Home broadband to launch Hong Kong's first bundling of 4K home broadband and entertainment content.

A dedicated Letv broadband channel enables 3Home Broadband users to stream or download Letv's 4K ultra-HD videos, so they can enjoy a smoother and faster home entertainment experience. The bundle plan enables HGC to attract new customers seeking online video services, then delight them by going the extra mile to provide a high-definition entertainment experience. This strategic collaboration with HGC demonstrates Letv's vision for OTT industry development and enhances the company's ecosystem, while opening up opportunities for a greater share of the international market.

HGC has become well known in industry circles for co-operating with OTT content providers and serving their needs. Last year, for example, HGC provided Letv with data centre hosting and colocation facilities, as well as international and local networking, plus customer and marketing services.

Letv's localised video content and smart devices then became part of Hong Kong's first bundled offer comprising 4K home broadband service and entertainment programming. HGC's extensive fibre-optic local network and abundance of bandwidth enable HGC to identify and prioritise Letv's 4K ultra-HD content during transmission.

What's more, the fact that this 4K content is stored in HGC's world-class data centres means latency - or delay in transmission - is absolutely minimal, ensuring a superb 4K TV picture. In fact, HGC's Application and Content Provider Solution has been helping world-renowned OTT service operators to expand their business footprints.

Global Telecoms Business Editor Alan Burkitt-Gray, one of the awards scheme's judges, said: "The telecoms industry is increasingly looking to deal with content providers and content services to increase the quality of their offer to customers. This project between HGC and Letv is an imaginative collaboration between innovative companies to offer ultra-high definition entertainment services in the home, with excellent quality of performance."

Tin Mok, Vice President & Executive Director, Asia Pacific, Letv Holdings (Beijing) Co Ltd, said: "Our co-operation with HGC is a milestone development for us because it enriches the Internet video content experience enjoyed by Hong Kong people, while giving rise to a new win-win collaboration model between telecoms operators and OTT companies. This serves as a breakthrough when compared with the traditional market business model. Our success in the GTB Awards represents recognition and endorsement of Letv's new collaborative model. We have been devoted to creating an Letv ecosystem as an Internet engine vertically-integrated to offer an online platform complete with content, terminals and applications. This collaboration leads the market and serves as an industry role model, taking such a mode of operation and user experience to a new level"

Jennifer Tan, Chief Operating Officer of Hutchison Telecommunications Hong Kong Holdings Limited, said: "We are delighted to win this award alongside Letv because it demonstrates market and industry recognition of our innovative 4K home broadband and entertainment bundle. HGC's comprehensive optic-fibre network synergises with Letv's HD video programming to offer customers a fresh entertainment experience, while facilitating development of high-quality 4K TV entertainment."

She added: "As well as providing network services, HGC has earned a glowing reputation for offering superior value-added services and one-stop solutions. We will continue to lead market development - and keep up to speed with ever-rising customer demand - by focusing on innovation."

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About Hutchison Global Communications Limited

Hutchison Global Communications Limited (HGC) owns one of the largest fibre-to-the-building telecommunications networks in Hong Kong. Since establishment in 1995, it has been fully committed to building its own optical-fibre network infrastructure and introducing advanced facilities. Coupled with its four cross-border routes integrated with all three of mainland China's tier-one telecommunications operators and world-class international network, HGC provides a comprehensive range of fixed-line telecommunications services locally and overseas. HGC is a subsidiary of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH, Stock Code: 215). HTHKH is a leading integrated telecommunications service operator, offering mobile and fixed-line services to local and international customers. For more information on HGC, please visit www.hgc.com.hk. For more information on HTHKH, please visit www.hthkh.com.

About Letv

Founded in November 2004 by Jia Yueting, Letv Group is committed to creating the "Letv Ecosystem," a next-generation Internet engine that is vertically-integrated to offer an online platform completed with content, terminals and applications. The Group is engaged in a rich array of businesses, spanning from Internet TV, video production and distribution, smart gadgets and large-screen applications to e-commerce, eco-agriculture and Internet-linked super-electric cars, which were launched in late 2014. The Group comprises a number of subsidiaries, including Letv.com, Leshi Zhi Xin, Le Vision Pictures, Wangjiu.com, Letv Holding, Letv Investment Management and Le Mobile. In 2014, the aggregate sales of the Group amounted to approximately RMB 10 billion.

Letv.com made history on August 12, 2010 when it was listed on the Shenzhen Stock Exchange, making it the world's first IPO Company in the sector. Letv.com was also the first video company listed on China's A-share market. As of March 24, 2015, the market value of Letv amounted to RMB 84 billion. Prolific as well as successful, Letv.com currently offers more than 100,000 episodes of TV dramas and over 5,000 movie titles. In addition, the site draws an estimated 250 million page views per day, 350 million users per month, 100 million daily content viewers on mobile devices, and 10 million daily content viewers on large-screen TVs.

Letv Hong Kong, as the headquarters of Asia Pacific region, was officially set up in August 2014, marking an important milestone of the company's expansion in the overseas market. The company provides Hong Kong with an established vertically integrated ecosystem of "Platform + Content + Terminal + Application". Letv has teamed up with 3 Home Broadband, subsidiary of Hutchison Telecommunications Hong Kong Holdings Limited, allowing customers to enjoy the best home entertainment experience with high speed broadband connectivity. As of March 2015, Letv has held 10 online flash sales in Hong Kong, with 1,000 smart TVs sold in less than 10 minutes on every occasion. Currently, Letv Hong Kong offers various sales channels for potential smart TVs customers to accommodate massive demands, including online pre-ordering services and 50+ offline outlets in Hong Kong and Macau. As the only entertainment platform with over 800 hours of 4K programmes in Hong Kong, Letv has always been committed to providing rich and diverse online content including movies, dramas, variety shows and concerts to its fans.

For more Letv information, please visit:
Letv website: <http://www.letv.com>
Lemall in Hong Kong: hk.shop.letv.com
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Facebook: <http://www.facebook.com/letv.hk>



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