



For immediate release

## 3 Home Broadband launches the “Home Entertainment Super Pack” for a monthly fee starting at just \$138<sup>ii</sup>

*Package includes 30 thematic “myTV SUPER” and Disney SVOD channels*

- Discounted monthly fee starts at \$138<sup>ii</sup> for Home Broadband × “myTV SUPER” including Disney SVOD
- In addition to the “myTV SUPER” box, “Home Entertainment Super Pack” allows indoor and outdoor viewing on a mobile device
- Unlimited “HGC On Air” Wi-Fi enables customers to watch “myTV SUPER” programmes on mobile devices within hotspot coverage
- The “myTV SUPER Service Experience Guarantee Programme<sup>vii</sup>” demonstrates confidence in smooth delivery of “myTV SUPER” content
- HGC’s fast and high-capacity content transmission network combines with world-class data centre facilities to provide superlative Over-the-Top (OTT) experience

**Hong Kong, 14 March 2016** – Hutchison Global Communications Limited (HGC), the fixed-line division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 0215) today announced 3Home Broadband’s launch of the “Home Entertainment Super Pack”. This enables customers to watch an array of programmes from TVB.COM Limited (TVB) via the new “myTV SUPER” online platform via 100M or 1G fibre broadband service for discounted monthly fees of \$138<sup>ii</sup> and \$188<sup>ii</sup> respectively. “myTV SUPER” draws on HGC’s fast high-capacity content transmission network and world-class data centre facilities to provide a thoroughly enjoyable and convenient home entertainment experience.

### **Discounted monthly fee from \$138<sup>ii</sup> buys high-speed broadband × “myTV SUPER” plus Disney SVOD**

3Home Broadband launches the “Home Entertainment Super Pack” tomorrow (15 March) for a discounted monthly fee of just \$138<sup>ii</sup>. The pack comprises 100M Home Broadband, residential telephone service, unlimited “HGC On Air” Wi-Fi, rental of the “myTV SUPER” box and more than 11,000 hours of diverse programming from 30 thematic channels<sup>i</sup>. Content includes popular drama shows from mainland China, Hong Kong, Taiwan, Japan and Korea, as well as Cantonese drama, plus animation, variety shows and children’s programmes.



A member of CK Hutchison Holdings

Alternatively, customers can opt for a 1G “Home Entertainment Super Pack” plan for a discounted monthly fee of \$188<sup>ii</sup>.

The first month’s fee of a 25-month contract will be waived<sup>ii</sup> and a \$300 3 Hong Kong handset coupon<sup>iii</sup> will be offered to customers registering for the 100M or 1G “Home Entertainment Super Pack” on or before 17 April. In the contract’s second month, customers can access Disney SVOD, which appeals to all ages, and benefit from “additional mobile device service” so “myTV SUPER” programmes can be watched on smartphones or tablets using mobile data or Wi-Fi anytime, anywhere in Hong Kong.

Service	「myTV SUPER」 content	Monthly fee and contract period <sup>iv</sup>
100M Home Broadband, residential telephone service and unlimited “HGC On Air” Wi-Fi	<b>1<sup>st</sup> month :</b> <ul style="list-style-type: none"> <li>• “myTV SUPER” box<sup>v</sup></li> <li>• 30 thematic channels<sup>i</sup> offering popular drama shows from mainland China, Hong Kong, Taiwan, Japan and Korea, plus Cantonese drama, as well as animation, variety shows and children’s programmes</li> </ul>	1 <sup>st</sup> month: Free Starting 2 <sup>nd</sup> month: \$138 <sup>ii</sup>  Contract period: 25 months
1G fibre broadband, residential telephone service and unlimited “HGC On Air” Wi-Fi	<b>2<sup>nd</sup> month :</b> <ul style="list-style-type: none"> <li>• “myTV SUPER” box<sup>v</sup></li> <li>• 30 thematic channels<sup>i</sup> offering popular drama shows from mainland China, Hong Kong, Taiwan, Japan and Korea, plus Cantonese drama, as well as animation, variety shows and children’s programmes</li> <li>• TVB Premium SVOD</li> <li>• Premium Basic Pack</li> <li>• Disney SVOD</li> <li>• “Additional mobile device service” for watching “myTV SUPER” on a smartphone or tablet using mobile data or Wi-Fi (recommended price from TVB: \$219 per month)</li> </ul>	1 <sup>st</sup> month: Free Starting 2 <sup>nd</sup> month: \$188 <sup>ii</sup>  Contract period: 25 months

Note: Subscribers to the above-mentioned packs can each get a \$300 3 Hong Kong handset coupon<sup>iii</sup>.

### **Unlimited “HGC On Air” Wi-Fi at 17,000+ hotspots will deliver “myTV SUPER” content**

In addition to an ultra-fast home broadband element, the “Home Entertainment Super Pack” comes complete with unlimited “HGC On Air” Wi-Fi service supported by HGC’s 1G optical-fibre backhaul facility. This enables customers to access the Internet at more than 17,000 Wi-Fi hotspots provided by HGC, Hong Kong’s largest commercial Wi-Fi operator<sup>vi</sup>. Users can access “myTV SUPER” on smartphones or tablets after activating “additional mobile device service”.

### **“myTV SUPER Service Experience Guarantee Programme<sup>vii</sup>” promises smooth delivery or compensation**

The extraordinary capabilities of HGC’s stable fibre network enable 3Home Broadband to deliver the best possible “myTV SUPER” experience. The “myTV SUPER Service Experience Guarantee Programme” guarantees clear and smooth enjoyment of content. If broadband service delivering the “Home Entertainment Super Pack” fails to achieve standards set by the “myTV SUPER Service Experience Guarantee Programme<sup>viii</sup>”, customers will be compensated with an amount equal to twice the sum of the service fee charged for the number of “affected days” calculated on a pro-rata basis.

### **Network advantages facilitate superior OTT service experience**

Over-the-Top (OTT) service has become a key home entertainment trend, enabling end-user enjoyment of programmes via high-speed broadband connectivity. This prompted launch of Hong Kong’s first 4K Home Broadband Entertainment Pack, which has since scooped a succession of awards locally and from overseas, while attracting wide industry recognition.

Jennifer Tan, HTHKH’s Chief Operating Officer, said: “HGC has built a high-speed, high-capacity content delivery network based on our extensive optical-fibre backbone network, which combines with our world-class data centres to equip various types of OTT service provider with an open and neutral platform.”

She added: “This enables 3Home Broadband customers to watch a variety of ‘myTV SUPER’ high-definition (HD) programmes at home as part of a value-for-money package. In addition, our ‘myTV SUPER Service Experience Guarantee Programme<sup>vii</sup>’ demonstrates our supreme confidence in being able to deliver HD home entertainment in smooth fashion to discerning customers.”

For more information on the “Home Entertainment Super Pack”, please contact the 3Home Broadband sales hotline on 1032, visit [www.threebb.com.hk](http://www.threebb.com.hk) or 3Home Broadband’s Facebook Fanpage at [www.facebook.com/threebbhk](http://www.facebook.com/threebbhk).

For more information on “myTV SUPER”, please visit [www.mytvsuper.com/en](http://www.mytvsuper.com/en).



- i. Pearl will be available on "myTV SUPER" from 12 noon on 6 April 2016.
  - ii. Offer is valid until 17 April 2016 and applicable only to new/renewed/upgraded customers at certain buildings, who have installed 3Home Broadband Service. Minimum subscription period is 25 months, and a prepayment is required. Customers must have 3Home Broadband Service installed/renewed/upgraded and activated on or before 30 June 2016 in order to qualify for waiver of the first month's service fee.
  - iii. Get HK\$300 off the standalone purchase price of designated handsets valued at HK\$2,000 or more by presenting this "3HK \$300 Standalone Handset Gift Coupon" at a 3Shop (not applicable to Apple products). Coupons valid until 31 December 2016. Coupons are available while stocks last.
  - iv. Customers are required to make a prepayment, as stated in this sales agreement. The prepayment will be credited to a customer's service account as a monthly fee rebate. Customers must use a credit card and autopay to settle the monthly service fee. Remaining validity of the credit card must be at least 3 months. The prepayment will be refunded to customers if broadband service installation cannot be completed. The installation and service provision of Home Broadband/Residential Telephone Line/VoIP Service and/or installation and/or use of other associated devices may be adversely affected by technical, circumstantial or other external factors. The above-mentioned offers shall be subject to relevant terms & conditions. HGC reserves the right to change the terms and conditions of the above offers and service plans at any time without prior notice. HGC reserves the right to change the terms and conditions of the above-mentioned offers and service plans. For details, please refer to the sales agreement or [www.threebb.com.hk/eng/tnc](http://www.threebb.com.hk/eng/tnc).
  - v. The "myTV SUPER" box must be returned when contract expires.
  - vi. Based on a review of the number of hotspots featured on the websites of six Wi-Fi service providers in Hong Kong at midnight on 29 February 2016. Each Wi-Fi service location provides one or more Wi-Fi hotspots.
  - vii. The "myTV SUPER Service Experience Guarantee Programme" guarantees that the subscriber shall enjoy smooth streaming of specific "myTV SUPER" video content stored in HGC's data centre via a designated "myTV SUPER" box when connected to HGC's Home Broadband Service. This means no buffering or freezing time for 10 seconds or more per hour, and no more than 10 buffering occurrences per hour. If the broadband service provided by HGC fails to achieve standards set by the "myTV SUPER Service Experience Guarantee Programme", HGC shall compensate the subscriber with an amount equal to twice the service fee charged for the number of "affected days" calculated on a pro-rata basis. HGC provides the "myTV SUPER Service Experience Guarantee Programme" subject to terms and conditions, which may be revised periodically without prior notice. HGC reserves the right of final determination, and all rights to revise the testing standards and compensation principle, and to cancel the "myTV SUPER Service Experience Guarantee Programme" at any time. For details, please visit: [www.threebb.com.hk/Home/Index-en.html](http://www.threebb.com.hk/Home/Index-en.html)
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### **About Hutchison Global Communications Limited**

Hutchison Global Communications Limited (HGC) is a leading fixed-line operator, IT service provider, carrier's carrier and one of Hong Kong's largest-scale Wi-Fi service providers. HGC empowers local and overseas customers with one-stop international, corporate, data centre and residential broadband services. HGC owns and runs an extensive optical-fibre network, coupled with four cross-border routes integrated with three of mainland China's tier-one telecoms operators, plus a world-class international network. The company is committed to developing cloud computing services and offering high-speed Wi-Fi service under the "HGC On Air" brand. HGC is a subsidiary of Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 0215), a group member of CK Hutchison Holdings (stock code: 1).

For more information on HGC, please visit [www.hgc.com.hk](http://www.hgc.com.hk).

For more information on HTHKH, please visit [www.hthkh.com](http://www.hthkh.com).

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