



3 Hong Kong's 4G users can now enjoy a year's myTV SUPER service free of charge via a 4.5G network ideal for delivering OTT content

*Express programmes soon available from myTV SUPER include
"Legend of the Blue Sea" (November) and "Infernal Affairs" (December)*

- **3 Hong Kong's 4.5G network ideal as a quality OTT (over-the-top) platform.**
- **3 Hong Kong's 4G subscribers get a year's free use of the mobile version of the myTV SUPER Basic Pack plus TVB Premium Subscription video-on-demand service (SVOD)¹.**
- **TVB Data Pack² offers abundant data for delivery of TVB content.**

Hong Kong, 15 November 2016 - 3 Hong Kong, the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215), today announced that the mobile version of the myTV SUPER Basic Pack coupled with TVB Premium Subscription video-on-demand (SVOD) service - worth \$380 - is being made available free of charge to new and existing 3 Hong Kong 4G users for a year starting tomorrow (16 November).

3 Hong Kong has also launched the TVB Data Pack² to provide users with a spectacular OTT experience. Users can keep up to speed with popular dramas from mainland China, Hong Kong, Taiwan, Japan, Korea and the US - all via 3 Hong Kong's 4.5G network.

3 Hong Kong's 4.5G network provides quality OTT platform

Bringing together FDD and TDD networks has enabled 3 Hong Kong to enter the 4.5G era and provide an even smoother data service.

Jennifer Tan, Chief Operating Officer of HTHKH, said: "Our smooth and stable network, together with abundant bandwidth from our 4.5G network, provides the capacity needed to build an OTT service platform, so we are now ready to carry all kinds of dynamic mobile apps. myTV SUPER has become one of the most popular OTT offerings following inception earlier this year - and we are delighted to offer 12 months' service free of charge to all 3 Hong Kong's 4G users to help celebrate launch of our 4.5G network. This amounts to a truly superlative entertainment experience delivered by our sophisticated OTT platform."

SK Cheong, General Manager of Television Broadcasts Limited, said: "According to a recent survey into local people's viewing habits, the average time spent watching TV and video was 31 hours per week, while young people spent more time watching programmes online.

In order to attract greater numbers of young viewers, we need a more diverse variety of programmes that can be watched anytime, anywhere, as well as a high-speed and stable network. I am therefore glad that the myTV SUPER bundle will be offered to all 3 Hong Kong's 4G subscribers, providing instant content that includes live broadcasts and video-on-demand. I hope this will attract more TV viewers and expand the audience."

4G users enjoy a year's free myTV SUPER service

Starting 16 November, 3 Hong Kong will offer new and existing 4G users a 12-month handset version of the myTV SUPER Basic Pack coupled with TVB Premium SVOD¹ for free. They can enjoy a diversity of programmes delivered by 3 Hong Kong's advanced network simply by downloading the myTV SUPER app, which needs to be registered and activated before 31 March 2017. The service terminates automatically after the 12-month period, when users can choose to subscribe in order to continue watching the content.

TVB Data Pack offers up to 6GB data² so dramas can be viewed without hassle

3 Hong Kong has also launched the TVB Data Pack². For a minimum of \$20 per month², customers can get 1GB to 6GB data dedicated to myTV SUPER, as well as to TVB applications, so they can enjoy fantastic myTV SUPER programmes on smartphones in hassle-free manner. Please refer to below table for details.

TVB Data Pack

Monthly Fee	TVB Data	Contract Period
\$20	1GB	12 months
\$50	3GB	
\$80	6GB	

Customers subscribing to the TVB Data Pack² before 31 December will have the first month's fee waived.

myTV SUPER to deliver a wealth of programming

A drama not to be missed by myTV SUPER users is the much anticipated "Legend of the Blue Sea" from Korea, starring Lee Min-ho and Gianna Jun, who has just given birth to her first child. The programme will be delivered express to myTV SUPER users after premiering in Korea on 17 November. In December, myTV SUPER will show the "Infernal Affairs" drama featuring Gallen Lo, Him Law, Yang Wang, Cecilia So, Chung-yan Lau, Richie Jen and Bernice Liu.

Year 2017 will see myTV SUPER delighting viewers with a treasure chest of content, such as "Heart of Greed 3", "Line Walker II" and "Beyond The Realm Of Conscience 2"; and the acquired programs like "The Herstory", "Wu Xin The Monster Killer 2", "Ruyi's Royal Love in the Palace", "Tribes and Empires-Storm of Prophecy" and "Moribito: Guardian of the Spirit 2".

For more information on myTV SUPER promotional packages and the TVB Data Pack², please contact the 3 Hong Kong sales hotline on 1032, visit http://www.three.com.hk/website/ShowProperty/cmrep/web/tvb_e.html or 3 Hong Kong's Facebook Fanpage at www.facebook.com/threeHK.

For more information on myTV SUPER, please visit www.mytvsuper.com/en.

¹ The Service is only applicable to the 4G postpaid customers of HTCL. The Service is a 12-month free trial of myTV SUPER Basic Pack and TVB Premium SVOD. The Service is a TV entertainment programme service. Customer may

use the Service by downloading the software application (App) of myTV SUPER (the "myTV SUPER App") from Google Play or App Store and completing the activation process in accordance with the instructions. The Service will be automatically terminated upon expiration of the free trial period. The Service will only be applicable to the operation system of Android 4.0 or above, iOS 7.0 or above. When customer downloads myTV SUPER App and/or use the Service (include watching advertisements after logging in myTV SUPER App) through the mobile network, additional mobile data charge will be incurred and charged by HTCL. For details of the terms and conditions, please visit http://bit.ly/mytv_free12mth. The offer is valid until 31 March 2017.

² Customer is required to commit 12 months contract. Applicable to iPhone monthly plan, iPad monthly plan, 4.5G Smartphone/SIM monthly plan, 4.5G Data SIM monthly plan, 4G 42M SIM monthly plan, 4G 21M SIM monthly plan and 4.5G Family monthly plan/SIM monthly plan. Data usage of the myTV SUPER, TVB platform and associated services (except the data incurred by any advertisements and promotional materials appearing within app) will be deducted from TVB Data entitlement. The usage of the TVB Data applies to local mobile data service only. An SMS alert will be sent to the customer when data usage of TVB Data reaches the limit and data usage consumed afterwards will be deducted from subscribed monthly plan entitlement. If aggregate data usage has reached the limit, local data usage will be temporarily suspended.

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About 3 Hong Kong

3 Hong Kong is a leading mobile communications service provider and the only local operator to own blocks of spectrum across the 900MHZ, 1800MHZ, 2100MHZ, 2300MHZ and 2600MHZ bands. 3 Hong Kong offers cutting-edge data, voice and roaming services under the "3" brand via far-reaching advanced 4G LTE, 3G and 2G networks. 3 Hong Kong also works with renowned partners to offer a wealth of innovative mobile devices and value-added services, while providing high-speed Wi-Fi at 3 Hong Kong's hotspots to serve Hong Kong's major areas. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 215), a group member of CK Hutchison Holdings (stock code: 1).

For more information on 3 Hong Kong, please visit www.three.com.hk.
For more information on HTHKH, visit www.hthkh.com.

About myTV SUPER

The service of myTV SUPER is broadened by TVB. With strong TVB production library, myTV SUPER offers you a vast volume and extensive choices of thematic channels and programmes, featuring TVB self-produced shows, Asian dramas and variety shows, movies, classic movies, the latest Japanese anime, and other popular, high quality contents and topics of work. myTV SUPER is applicable on TV via myTV SUPER box, (selected 4K quality programmes are available in 4K TV), mobile and tablet that brings you a new experience of watching TV and online videos!

Official Website : www.mytvsuper.com

Facebook Fans Page : www.facebook.com/mytvsuper/

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3 Hong Kong

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