

For Immediate Release

Performance Report - First Week after Launch

(Hong Kong, 27 November 2014) Following the formal launch of services for Hong Kong Television Network Limited (“HKTV”), the viewership performance of the programs meet expectation.

Chairman of HKTV, Ricky Wong said, “In view of the traffic congestion on the launch day, we have immediately arranged to expand bandwidth capacity, from 350Gbps to 410Gbps. Accordingly, the congestion has been alleviated and the public is now able to watch our programs smoothly. While there are concerns on the performance of this new media, we have consolidated some performance figures on the first week after launch for reference.”

1. Apps Download on worldwide basis:

	Type of Apps	Number of Downloads
a.	iOS (For Apple devices such as iPhone & iPad) as at 26 November 2014	640,000
b.	Android as at 25 November 2014	950,000
c.	Smart TVs & Android TV Boxes as at 26 November 2014	342,000
	Total	1,932,000

2. Video-on-demand Viewership (7 days from 19 November to 25 November)

a.	Average number of daily unique viewers	205,000
b.	Average daily watching duration of each daily unique viewer	53 minutes
c.	Total number of unique viewers watched HKTV Video-on-demand in past 7 days (unique viewer is defined as unique email login ID)	595,000

3. Live Channel Viewership (7 days from 19 November to 25 November)

a.	Average number of daily unique devices	358,000
b.	Average daily watching duration of each daily unique device	42 minutes
c.	Total number of unique devices watched HKTV live channel in past 7 days (unique device is defined as different TV, TV box, mobile phone, tablet and personal computer)	1,415,000

4. Other Data (As of 12:00 27 November)

a.	Number of web browser (such as Chrome & Internet Explorer) watched HKTV in past 7 days	522,000
b.	Number of email ID registered as HKTV member	870,000

✧ All figures were rounded up to nearest thousand or minute, and were generated from internal systems and relevant platforms, which are unaudited and for reference only.

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About Hong Kong Television Network Limited

Hong Kong Television Network Limited is a Hong Kong and the U.S. list company (SEHK : 1137; NASDAQ : HKTV). Established in 1992, the Group possesses extensive and successful experience in telecom market liberalization, popularizing advanced technology and applications. The Company strives to expand its foothold to the multimedia and TV industry. Riding on our content library together with strong brand presence in Hong Kong, we are now developing various business models to build a 24-hour “e-Shopping Mall” providing a “one-stop shop” platform to people in Hong Kong, including entertainment, online shopping, delivery service and impressive customer experience.

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