

For Immediate Release

## Updates on Viewership & Viewer Profile Information

(Hong Kong, 4 December 2014) Hong Kong Television Network Limited (“HKTV”) has launched its service for two weeks - here comes some highlights for viewership & viewer profile information :

- After two weeks’ operation, program playout is now generally smooth; as for viewership pattern, the first four days after launch won overwhelming support, and it became stabilized afterwards.
- HKTV has successfully created a mass of 357,000 regular supporters who spend 1 hour daily on our video-on-demand and live programs.
- On viewership profile, around 68% of the viewership age between 20 to 44, confirming the success of HKTV’s strategy to focus on younger population segment; Among all the viewers, 65% are male, reflecting the fact that as a new media, HKTV has supplemented market needs as this gender has not been captured by traditional television programs.

### 1. Apps Download on worldwide basis:

	Type of Apps	Number of Downloads	Compared to last week
a.	iOS Apps (For Apple devices such as iPhone & iPad) as at 3 December	702,000	Increased by 10%
b.	Android as at 3 December 2014	1,021,000	Increased by 7%
c.	Smart TVs & Android TV Boxes as at 26 November 2014	342,000	/

### 2. Video-on-Demand Viewership

		As of 25 November	As of 2 December
a.	Average number of daily unique viewers	205,000	174,000
b.	Average daily watching duration of each daily unique viewer	53 minutes	69 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	427,000

### 3. Live Channel Viewership

		As of 25 November	As of 2 December
a.	Average number of daily unique devices	358,000	183,000
b.	Average daily watching duration of each daily unique device	42 minutes	49 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	719,000

### 4. Other Data (As of 3 December)

		Quantity	Compared to last week
a.	Number of web browser (such as Chrome & Internet Explorer) watched HKTV in past 7 days	636,132 pcs	Increased by 22%
b.	Number of email ID registered as HKTV member	970,000 pcs	Increased by 11%

✧ 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.

**-End-**

### 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.

For media enquiries, please contact Corporate Communications :

Jessie Cheng

T : +852 3145 4118

E : [chengcm@hktv.com.hk](mailto:chengcm@hktv.com.hk)

Lee Hing Wah

T : +852 3145 4116

E : [hwlee@hktv.com.hk](mailto:hwlee@hktv.com.hk)