

For immediate release

Information Brief - Launch Day Performance

(Hong Kong, 20 November 2014) Following the formal launch of the content services of Hong Kong Television Network Limited (“HKT”) through Over-The-Top platform on 19 November, its programs are available on different devices such as smartphones, tablets and personal computers via video-on-demand service since 6:00am, while live channel was commenced later on 8:00pm and programs are available on smart TVs and Android TV boxes.

In response to media enquiries, we are grateful to provide the following brief on our performance on the launch day :

1. On 19 November, more than 640,000 unique devices have accessed to our contents via TVs, smartphones and personal computers.
2. As of 19 November, the total number of downloads for HKT apps is approximately 1,063,000, consists of around 723,000 downloads of apps on smartphones and tablets, and around 340,000 downloads for apps on TV and TV boxes.

Due to overwhelming response, we encountered network congestion last night that had hindered viewership. HKT would like to apologize for this situation, and our technical team has been working around the clock to look into this matter, striving for increasing the number of concurrent viewers for our programs.

In view of the traffic congestion, some Internet users diverted our programs to other local or overseas websites. We truly understand this was done on good intention to show support, but at the same time we have to point out that this action has infringed copyright, and will pose negative impact on overseas copyright distribution and advertising income, which will affect HKT’s production capacity and planning in the long run. We, therefore, strongly appeal to our supporters to restrain from any sorts of diverting or re-distribution of HKT programs.

Chairman of HKT, Ricky Wong said, “Starting from the 100,000 participants in our system stress tests, to the 1,000,000 downloads of HKT apps as at the launch day, the great support from the public of Hong Kong has empowered the HKT team. To those who were underserved last night, we would like to express our heartfelt apology. From now on, we promise that we will devote our every effort to bring ‘hope and happiness’ to every family in Hong Kong.”

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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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