



## Press Release

### **First Media, BOLT and HOOQ Announces Collaboration to Offer Consumer with the Ultimate Entertainment Experience**

**Jakarta, September 19<sup>th</sup> 2017** – First Media & BOLT today announces its first OTT collaboration with HOOQ – the largest Video on Demand service in South-East Asia to bring to Indonesian consumers the ultimate entertainment experience. The partnership will allow First Media & BOLT subscribers to enjoy high quality entertainment via HOOQ app which contains video streaming and downloading of both local and international blockbuster movies and tv series anywhere, anytime. The official announcement was made by Meena Kumari Adnani as Executive Vice President (EVP) of Content Development and Business Affairs First Media Tbk, Billy Abe as Chief Product Officer (CPO) of BOLT and Country Manager HOOQ Indonesia, Guntur S. Siboro on Tuesday, September 19<sup>th</sup> 2017 at Senayan City, Jakarta.

The fixed broadband penetration in 2016 was 9.1% and is expected to be 10.7% by the end of 2017. Wireless broadband was at 34% in 2016 and is expected to be 41% by end of 2017 according to Media Partners Asia data – both industries way under-penetrated. Indonesia is the 4th most populous nation in the world followed by China, India and United States. For a country with a population of approximately 263 million people and approximately 42% of them are below 24 years old, there is a lot of potential for growth for broadband as well as OTT players.

Meena Kumari Adnani, Executive Vice President (EVP) of Content Development and Business Affairs PT First Media Tbk said, "First Media's vision is very clear. As the leading cable TV and broadband operator in Indonesia, we have always believed in being innovative to stay ahead of the game and to meet customers' needs in an ever-changing world. We need to always think "customer first" whilst continuing to create more touch points and engagement opportunities with our subscribers".

"This strategic collaboration with HOOQ will provide our subscribers with the ability to consume a wide range of content offered by HOOQ on demand, on a large screen through our interactive set-top-box, on the go, on their gadget or their mobile wherever and whenever they want. In addition to our TV Anywhere service called FirstMediaX, this will provide a holistic content offering to our subscribers," added Meena.

Excited by this collaboration, Chief Product Officer (CPO) of BOLT, Billy Abe said, "BOLT, as a pioneer in 4G LTE services, focuses on giving the best, most reliable and fastest mobile internet service for customers. Providing customers the ability to consume high quality content from HOOQ using BOLT, we are very happy to offer customers a seamless experience at an affordable price."

“We believe that our partnership with First Media and BOLT will add value to all of us, especially in providing the best possible OTT experience. First Media and BOLT customers can enjoy the various video content of HOOQ, with more than 20.000 titles ranging from popular TV series such as Supergirl, The Flash, Lucifer and Inhumans from Marvel, Hollywood blockbusters and local movies, also the original production from HOOQ,” said Guntur S. Siboro, Country Manager HOOQ Indonesia.

Starting in October 2017, First Media has made HOOQ easily accessible and affordable to its subscribers. All First Media subscribers can enjoy HOOQ for free for two months period. Thereafter, HOOQ is accessible via the set-top-box and subsequently on FirstMediaX.

Also starting from October 2017, all BOLT prepaid customers with minimum package of IDR 99,000 and postpaid customers (Regular and Unlimited) can enjoy HOOQ services for free. All other BOLT customers can also subscribe to HOOQ via BOLT at a nominal fee.

“First Media’s ability to bundle services and provide our subscribers with a wide range of quality products has always been the main focus for First Media. Our current bundled services include content, broadband, 4G, smart home, TV anywhere and now on demand services vis-a-vie our partnership with HOOQ. This collaboration shows the strength and superiority of First Media in giving the best experience of watching good quality movie, anytime and anywhere, at home as well as on the go,” said Meena.

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### **About Link Net – First Media**

PT Link Net Tbk ("Link Net"), established in 1996, is the largest provider of services via cable in Indonesia, providing subscription of high quality television services, high-speed next generation broadband internet, and data communications under the brand “First Media”.

Link Net owns and operates a network of Hybrid Fiber Coaxial cable ("HFC") and Fiber-to-the Home (FTTH) that provide high-speed internet access services to retail and business customers. Link Net also operates a subscription television channel in collaboration with PT First Media Television (“FMTV”), its subsidiary.

### **About BOLT 4G Ultra LTE**

BOLT launched the first commercial service of 4G LTE in Indonesia in January 2014 under the brand name of BOLT Super 4G LTE. As the first 4G LTE operator, BOLT continuously provides the fastest mobile Internet service with best quality and affordable price for everyone. Recently BOLT upgraded its service to provide further speed and launched new service brand “4G Ultra LTE”, which delivers Ultra Speed, Ultra Coverage and Ultra Value. A member of Global TD-LTE Initiative (GTI), BOLT 4G Ultra LTE is strongly committed in providing the best and most innovative Broadband Wireless Access. Strengthened by strategic partnership with Mitsui & Co, Ltd, BOLT 4G Ultra LTE provides strong infrastructure to deliver best service for subscribers with a mission to bring Indonesia to the corridor of advanced nation.

## **About HOOQ**

HOOQ is Asia's first premium video-on-demand service to launch across the region. HOOQ is a start-up joint venture established in January 2015 by Singtel, Sony Pictures Television and Warner Bros. HOOQ delivers over 10,000 Hollywood, regional and local movies and TV shows to customers anytime, anywhere by enabling them to stream and download on their Internet device or platform of choice. HOOQ was also named Best Mobile App in the Media, Film, TV or Video category at the GSMA's Global Mobile (GLOMO) Awards 2016 in Barcelona. HOOQ currently operates in the Philippines, Thailand, India, Indonesia and Singapore with a population footprint of over 1.7 billion people. For more information, visit [www.hooq.tv](http://www.hooq.tv).

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