

# Building Asia's Media Entertainment Hub in Hong Kong

Millennial-targeted WebTVAsia sets up its office in Hong Kong to leverage the city's thriving media entertainment industry and easy access to potential partners and investors.



times of its video content every month. Two of its most popular represented content creators, Jason and Emi Wong, both from Hong Kong, have more than 700,000 subscribers on their YouTube channels, representing a large base of audience for Hong Kong market.

With a mission of being "Asian Media Entertainment Hub", the company practices "ABC" approach - Audience, Brands, and Creators - to build a strong, healthy media entertainment ecosystem in Asia. Audiences follow the most popular creators who are then funded by brands as advertisers, who seek to reach out to millennials.



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**Fred Chong**  
CEO  
WebTVAsia

Covering 11 markets in Asia Pacific, WebTVAsia set up a permanent office in Hong Kong in 2017 to better serve its clients and partners in the region. To date, the office has ten employees with functions including business development, sales, marketing and production.

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commercial and media hub that gives us better access to potential partners and investors," Chong said, adding that one of its earliest creator partners signed are from Hong Kong when they started out in 2013.

"The city has always got a vibrant media entertainment industry including film, TV, music and digital media," Chong remarked, "we see many global and regional companies setting up their APAC hub here, hence we wish to have a closer and more productive relationship with them by having a local office."

He added that the talent in Hong Kong are highly educated, multilingual and have strong work. "We look forward to hiring committed and passionate talent who can truly contribute to the growth of not just our Hong Kong entity, but also the WebTVAsia group in Asia," Chong concluded.

## WebTVAsia

- Established in 2013, the company has expanded to 11 markets including Mainland China, Korea, Japan, Hong Kong, Taiwan, Vietnam, Thailand, Malaysia, Indonesia and Australia
- WebTVAsia is the official Multi Channel Network (MCN) of over 20 video platforms, including Youtube, Tencent, Baidu, as well as Alibaba's Youku and Tudou
- Its six core businesses include multi-platform network, owned and operated platforms, production studios, brand solutions, artiste management and experiential events

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Established in 2013 in Kuala Lumpur, WebTVAsia is a media entertainment group with multiple core businesses. Not only does the company manage a multi-platform network that helps content creators to distribute and monetise content, it also produces original content, as well as offering brand solutions for brands and advertisers.

In 2018, the company launched LUVE, a millennial-focused video streaming platform, which has become one of the most popular mobile entertainment apps in Taiwan and Thailand. WebTVAsia is also planning to expand the platform to more countries in Asia this year.

"By 2025, millennials will form one billion of Asia's population, and will become the biggest and most influential consumer groups that every corporate wants to target," said Fred Chong, Group CEO.

## Reaching out to Millennials

WebTVAsia targets millennial audience through its video networks which reach 330 million millennial viewers across Asia who watch over five billion