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**Tin Mok, Asia-Pacific chief executive officer
LeEco**

LeEco to Spearhead a New Content-led Era

An International Internet company is upbeat about the Hong Kong market and expanding its global footprint

LeEco, formerly called Letv, was rebranded in January 2016 to echo with its transformation from an online TV platform into a vertically integrated “Le ecosystem” encompassing platform, content, terminal and applications.

LeEco’s “paid content and free hardware” strategy has proven to be very successful in the local market. For example, its new online sports channel subscription featuring the Premier League and a bundling free TV set this April recorded an unprecedented HK\$27 million in sales revenue within two days. This reaffirmed the company’s content-led strategies and the diversification of its products and services, paving the way for the launch of other ecosystems in the city.

“LeEco is confident in the Hong Kong market. We plan to hire more staff and gear up for our expansion in the APAC region. We plan to open a 4K live broadcasting studio with technical production and broadcast teams to bring the best entertainment to the Hong Kong audience,” Tin Mok, LeEco’s Asia-Pacific chief executive officer, said.

LeEco employs about 200 staff in Hong Kong and will increase to 250 by the end of 2016. To meet its regional expansion needs, it plans to employ 1,000 professionals including overseas business experts in the next two years.

Content and Hardware

In the aspect of content, the company cooperates with content suppliers such as Walt Disney, NBC, DreamWorks Animation and Hong Kong International Film Festival to provide a rich array of high-quality entertainment. In terms of hardware, LeEco is also a leading provider of value-for-money 4K Super TV, mobile phone and Virtual Reality devices. One of the ground-breaking innovations is the world’s largest 120-inch 4K TV with 3D functions.

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As the leader of the APAC regional headquarters, Mok sees the future potential of the Hong Kong market. “Hong Kong has an abundance of talent who are familiar with both eastern and western cultures. With culturally diversified upbringings, they have an international mindset and the requisite skills which are crucial for the development in the creative industries.

“Coupled with free flow of information, rule of law and a level playing field, as well as freedom of creativity, intellectual property protection, Hong Kong offers a conducive environment for the creative industries,” he said.

After setting up its headquarters in Hong Kong in 2014, LeEco maintains a close working relationship with InvestHK. A series of support services for LeEco included publicity and promotion, networking opportunities with the industry as well as referral to industry associations. “InvestHK’s assistance is beneficial to our company and the industry as a whole,” he concluded.

LeEco

- Founded by Jia Yueting in 2004
- Its seven core ecosystems include Internet and cloud, mobile, content, Big Screens, sports, automobiles and Internet finance

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