

Tencent and HBO partner to bring award-winning TV dramas and movies to China

Tencent Video becomes the exclusive online partner for HBO in China

Tencent Holdings Limited (“Tencent”, SEHK stock code: 0700) and HBO have announced today a strategic partnership at the Tencent Video V Conference in Beijing for Tencent Video to be the exclusive online partner for HBO in China. Tencent Video will be the sole official provider online to offer award-winning HBO drama series including “Band of Brothers”, “Boardwalk Empire”, “Game of Thrones”, “Rome”, “The Newsroom”, “True Detective” and a number of other leading TV and movie titles from HBO and HBO Asia.

Charles Schreger, President of Programming Sales, HBO said: “The HBO brand is synonymous with ground-breaking original programming. The storytelling as well as the scale and scope of production on our series, such as “Game of Thrones” and “Boardwalk Empire”, is simply unmatched in the entertainment industry. This partnership with Tencent Video ensures that Chinese fans will now be able to enjoy our dramas at the high level of quality they were meant to be experienced. This is a great partnership for both companies and for the Chinese consumer as well.”

Martin Lau, President of Tencent Holdings, commented: “We are delighted to become HBO’s exclusive online partner in China, and to provide its content to millions of consumers at any time, on any device. This partnership enables us to distribute some of the most ground-breaking programming in the world through our robust technology platform, to the benefit of Chinese Internet users.”

SY Lau, President of Tencent’s Online Media Group, added: “HBO’s award-winning drama series and movies have built up fantastic viewer enthusiasm in China. Bringing this content to a wide audience in an attractive on-demand format will further differentiate our market-leading online video service.”

HBO is one of the world’s most successful premium television providers and is known for its high-quality productions. One of the drama series to be introduced to China is “The Newsroom” which chronicles behind-the-scenes events at the fictional Atlantis Cable News (ACN) channel with an ensemble cast featuring the leading actor Jeff Daniels as news anchor Will McAvoy.

Another epic HBO production set to hit China audiences is “Game of Thrones”, an adaptation of George R.R. Martin's best-selling book series "A Song of Ice and Fire". The medieval epic has garnered massive critical acclaim and attracted record-breaking numbers of viewers on HBO, creating a broad and avid fan base.

HBO drama series and movies are expected to be broadcast via Tencent Video in the very near future.

Tencent Video is a leading online video platform in China. Available for PCs, smartphones and mobile devices, video contents are streamed to audiences over Internet, mobile network or under WiFi environment. Please visit v.qq.com for further details.

About Tencent

Tencent uses technology to enrich the lives of Internet users. Every day, hundreds of millions of people communicate, share experiences, consume information, seek entertainment, and shop online through our integrated platforms. Our diversified services include QQ, Weixin and WeChat for communications; Qzone for social networking; QQ Game Platform for online games; QQ.com for information; as well as our eCommerce services.

Our company was founded in Shenzhen in 1998 and went public on the Main Board of the Hong Kong Stock Exchange in 2004. The Company has been one of the 50 constituent stocks of the Hang Seng Index since June 10, 2008, under stock code 00700. We seek to evolve with the Internet by investing in innovation, providing a hospitable environment for our partners, and staying close to our users.

About HBO

Home Box Office, Inc. is the premium television programming subsidiary of Time Warner Inc. and the world's most successful pay TV service, providing the two television services – HBO® and Cinemax® – to approximately 127 million subscribers worldwide. The services offer the most popular subscription video-on-demand products, HBO On Demand® and Cinemax On Demand® as well as HBO GO® and MAX GO®, HD feeds and multiplex channels. Internationally, HBO branded television networks, along with the subscription video-on-demand products HBO On Demand and HBO GO, bring HBO services to over 70 countries. HBO and Cinemax programming is sold into over 150 countries worldwide.

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