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[For immediate release]

HGC launches Eyeball-as-a-Service™ in Singapore to fuel OTT edge computing user experience

Achieving ultra-low latency as low as 5ms* and lay the foundations for OTTs to capture [US\\$100 billion](#) internet economy opportunity in South East Asia

- HGC becomes the one-stop-shop player to provide agile and reliable network connectivity with fast and ultra-low latency direct local route to users;
- Following a successful implementation in Hong Kong, Singapore is latest to benefit from the new platform with more than 5.2 million users (nearly 100% users) covered;
- HGC aims to roll out the service to a further 400 million users, amid US\$100bn internet boom in SEA;
- The Eyeball-as-a-Service™ is part of the [Asian strategic expansion to extend ICT capabilities in Asia with Singapore upgraded as major Asian hub](#)

HONG KONG, 22 February 2021 - HGC Global Communications Limited (HGC), a fully-fledged ICT service provider and network operator with extensive global coverage, announces the launch of Eyeball-as-a-Service™ (EaaS) in Singapore to help international Over-The-Top (OTT) operators, content providers and e-commerce companies expand their footprint across wide geographical landmasses at high-speed, low latency and best-in-class service-level agreements (SLA) to fulfil the extensive applications fuelled by 5G edge computing.

With the continuous expansion of interactive OTT players such as gaming companies (e.g. MOBA/MMOG/MMORPG), esports, virtual commerce, media content providers, internet businesses, AI & IoT technology solution providers, application developers and start-ups, the demand of high-quality and easily accessible network reach has never been so significant.

HGC's EaaS ready-to-go platform comes to assist both Tier 1 and Tier 2 OTTs penetration in the South East Asia region, one of the largest revenue generators. EaaS reduces time-to-market from months to weeks, with HGC's one-stop direct peering connection to major ISPs, regional MNO, local Internet Exchange and commercial/residential broadband providers in Asia's key metro areas.

The newly launched HGC EaaS service facilitates OTTs to reach nearly 100% of Internet eyeballs in Singapore. Riding on HGC's fine-tuned IP transit network, HGC is able to deliver a least-hop, optimised, direct local connections from OTTs' edge servers to end-users with ultra-low latency that significantly improves users' Quality of Experience (QoE).

The EaaS service enables OTTs to overcome complex technical and commercial arrangements, as to enhance efficiency when expanding into new fast-developing markets. Such high-quality connection is suitable for general business applications and ideal for time-sensitive and location-aware use cases including online gaming, eHealth and commercial or industrial automation.

“Given the current market climate, we understand that OTTs want simplicity, flexibility, customisation and ultra-high performance. We are thrilled to offer our customers in Singapore this one-of-a-kind business opportunity to expand their footprints fast and easily,” said Dennis Chan, AVP



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– OTT, international Business, at HGC. “The Eyeball-as-a-Service™ hub is unique in its nature where it not only dramatically reduces the complexity of expanding networks but also brings with it its affordable connectivity and a pioneering aggregator platform.”

“The diversified EaaS is designed to serve not only Asian companies but also others across the globe, mainly European and North American OTTs who will expand in the region; while at the same time, HGC supports business’ globalisation with our international connectivity. Hong Kong and Singapore are our international connectivity hubs in Asia, and we will be aggressively expanding in South East Asia, with the next EaaS hub to be added in more Asian countries in near future.”

Cliff Tam, HGC’s Vice President, Global Data Strategy of International Business, said: “It is no exaggeration that a new internet user-base is booming across Asia. Taking gaming as an example, the top 10 gaming markets in the region cover India, Indonesia, Japan, Malaysia, Singapore, South Korea, Taiwan, Thailand, the Philippines and Vietnam. When considering Mainland China and the Asia-10, these countries represent more than 50% of the world’s mobile games market revenue. With the new EaaS service, HGC can uniquely support gaming companies, application developers, start-ups and other players in unlocking the full value of OTT services in further penetrating into Asia at a fast-to-market pace.”

HGC plans to extend the service to new countries in the South East Asia region, scaling up the EaaS coverage to [400 million of users](#) in the near future, and support OTTs’ business penetration under the [US\\$100 billion](#) Southeast Asia’s internet economy boom.

Contact us to learn more: ibmarketing@hgc-intl.com

HGC Eyeball-as-a-Service™ Solution: <https://www.hgc-intl.com/products-and-services/ott-edge-solutions/ott-solution/>

*HGC Eyeball-as-a-Service™ Peering Platform Internal Testing Result within Singapore region.

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About HGC Global Communications Limited

HGC Global Communications Limited (HGC) is a leading Hong Kong and international fixed-line operator. The company owns an extensive network and infrastructure in Hong Kong and overseas and provides various kinds of services. HGC has 23 overseas offices, with business over 5 continents. It provides telecom infrastructure service to other operators and serves as a service provider to corporate and households. The company provides full-fledged telecom, data centre services, ICT solutions and broadband services for local, overseas, corporate and mass markets. HGC owns and operates an extensive fibre-optic network, five cross-border telecom routes integrated into tier-one telecom operators in mainland China and connects with hundreds of world-class international telecom operators. HGC is one of Hong Kong’s largest Wi-Fi service providers, running over 29,000 Wi-Fi hotspots in Hong Kong. The company is committed to further investing and enriching its current infrastructure and, in parallel, adding on top the latest technologies and developing its infrastructure services and solutions. HGC is a portfolio company of I Squared Capital, an independent global infrastructure investment manager focusing on energy, utilities and transport in North America, Europe and selected fast-growing economies.



To learn more, please visit HGC's website at: www.hgc.com.hk

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