



## Stay Home, Stay Entertained

### PCCW Media offers over 9,000 hours of free entertainment to keep stay-at-home Hong Kong population entertained

**PCCW (SEHK:0008) – HONG KONG, April 9, 2020** – PCCW Media, a leading, fully integrated multimedia and entertainment company headquartered in Hong Kong, is offering Now E service free to all Hong Kong viewers in the midst of the COVID-19 outbreak.

Now E, a one-stop OTT entertainment platform, will offer over 9,000 hours of streaming content free including news, movies, TV series, variety shows and sports to all Hong Kong people from April 9 to June 8, 2020. Users can simply download the Now E app and enter the code 'NowFree' to enjoy the content anytime, anywhere free of charge during the said period.

Viewers can access the latest news updates on COVID-19 and breaking news around the world from Now News and Now Business News channels. In addition, users can enjoy a broad spectrum of premium movies, including Asian big hits *Along With The Gods (I&II)* and *Extreme Job* at Now Baogu Movies, and international award winning titles *Cold War* and *Shoplifters* at MOVIE MOVIE PLAY.

NowJelli offers Chinese variety shows featuring top Asian celebrities, while Now Drama provides popular Cantonese-dubbed Asian dramas including Takuya Kimura's latest Japanese drama, *Kyojo*, and Korean drama *Doctor John*. In addition, *World of the Married*, the latest top-rated Korean topical drama based on the British television series *Doctor Foster*, from Viu Premium and *Leap Day* produced by ViuTV are all accessible via this Now E app promotion. Sports fans can enjoy a diverse array of sports programs including football, golf, badminton, and live horse-racing on Now Sports Prime.

To take care of our loyal fans, we will also offer existing Now TV customers more than 10 channels and selected On Demand services for free during the period\*. Content available includes Hollywood blockbusters from HBO Family (Ch.112)\*\* , international movies from MOVIE MOVIE (Ch.116 & On Demand)\*\*\* and Asian movies from Now Baogu Movies (Ch.133 & On Demand)\*\*\* , premium factual entertainment from BBC Earth (Ch.220 & On Demand), and latest international news from CNN International (Ch.316). Specifically for parents and kids, Nickelodeon (Ch.444) and Da Vinci (Ch.460) offer animated cartoons and STEM learning programs. Asian Food Network (Ch.527) and Lifetime (Ch.525 & On Demand) cover lifestyle, travelogues and reality shows for the life-explorers.

Ms. Janice Lee, Managing Director of PCCW Media Group, said, "To echo the positive spirit and efforts of Hong Kong people doing their part in social distancing and staying at home due to COVID-19, we are offering more home entertainment to them for free to make their extended period of home-stay more enjoyable. We are thankful for the support from our worldwide content partners in joining hands with us in enabling this arrangement to offer Now TV and Now E complimentary services."

Now E app is available for free download on App Store and Google Play, as well as on the web at [www.nowe.com](http://www.nowe.com). For more details on the free channels, please refer to the appendix.

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\* PCCW Media has sole discretion to change the list of free channels and/or content during the free viewing period.

\*\* Free viewing from April 9 to May 8.

\*\*\* Free viewing from May 8 to June 8.

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## **About Now TV**

Now TV is one of the world's largest commercial deployments of IPTV and Hong Kong's largest pay-TV provider. It is delivered by PCCW Media Limited, the multimedia and entertainment subsidiary of PCCW Limited. PCCW also holds interests in telecommunications, IT solutions, property development and investment, and other businesses.

Now TV offers the widest range of local and international content on its platform in Hong Kong. Its quality self-produced content includes two news channels and a diverse line up of sports and entertainment programmes. This is complemented by leading Asian and international content and brands across news, sports, movie, drama, entertainment, information and kids genres.

Now TV's premium content can be accessed through linear TV channels, on-demand and via OTT (over-the-top) companion apps. Now TV can also be enjoyed on the eye devices provided by HKT, the telecommunications business of PCCW.

To learn more about Now TV, please visit [nowtv.hk](http://nowtv.hk).

## **About Now E**

Now E is a one-stop OTT Internet entertainment platform from which viewers can enjoy their favorite content anytime, anywhere, with no strings attached. Leading content partners include HBO, MOVIE MOVIE, Now Baogu and Viu. These partners, together with top international studios, offer thousands of hours of premium content ranging from Hollywood blockbusters and US dramas to Asian movies and dramas, plus variety shows and much more. In addition, sports fans are able to enjoy live action from world-class sporting events.

## **About PCCW Media**

PCCW Media Group is a leading, fully integrated multimedia and entertainment company headquartered in Hong Kong.

PCCW Media operates the leading pay-TV service in Hong Kong under the Now TV brand offering more than 160 linear channels and an extensive on demand library of local, Asian and international programming. Premium content can also be accessed by subscribers via the Now Player companion app. It is also a leading producer of Chinese language news, financial news and sports programming, in addition to Asian infotainment content which complements its wide portfolio of licensed movie and international television content. Now TV also offers its content via Now E, a subscription OTT (over-the-top) service with international and Asian dramas, movies and world-class sports events, which is designed to meet the needs of millennial viewers. In addition, PCCW Media operates popular digital music streaming service MOOV in Hong Kong.

PCCW Media Group also provides a leading pan-regional OTT video service under the Viu brand with over 40 million users in 16 markets including countries in Southeast Asia and the Middle East, as well as South Africa. The Viu service is available to consumers through a dual model with an ad-supported free tier and a premium subscription tier. Viu offers fresh premium TV series, movies and lifestyle programming in local and regional languages and subtitles in different genres from top content providers, as well as premium original productions under the brand "Viu Original". The service can be accessed via app, selected smart TVs and online.

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## **About PCCW Limited**

PCCW Limited (SEHK: 0008) is a global company headquartered in Hong Kong which holds interests in telecommunications, media, IT solutions, property development and investment, and other businesses.

The Company holds a majority interest in the HKT Trust and HKT Limited, Hong Kong's premier telecommunications service provider and leading operator in fixed-line, broadband and mobile communication services. HKT meets the needs of the Hong Kong public and local and international businesses with a wide range of services including local telephony, local data and broadband, international telecommunications, mobile, and other telecommunications businesses such as customer premises equipment sale, outsourcing, consulting, and contact centers.

PCCW also owns a fully integrated multimedia and entertainment group in Hong Kong, PCCW Media. PCCW Media operates the largest local pay-TV operation, Now TV, and is engaged in the provision of OTT (over-the-top) video service under the Viu brand in Hong Kong and other places in the region.

Through HK Television Entertainment Company Limited, PCCW also operates a domestic free television service in Hong Kong.

Also wholly-owned by the Group, PCCW Solutions is a leading information technology outsourcing and business process outsourcing provider in Hong Kong and mainland China.

In addition, PCCW holds a majority interest in Pacific Century Premium Developments Limited, and other overseas investments. To learn more about PCCW, please visit [www.pccw.com](http://www.pccw.com).

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Issued by PCCW Limited.

## Appendix – Free viewing content list



	Streaming Channel	On Demand
Now Baogu Movies		✓
MOVIE MOVIE PLAY		✓
Now Drama	✓	
NowJelli	✓	✓
Now News	✓	
Now Business News	✓	
Now Sports Prime	✓	✓
ViuTV		✓
Viu Premium		✓



	Channel Number	On Demand
Now Drama	102	✓
NowJelli	108	✓
HBO Family (from April 9 to May 8)	112	
MOVIE MOVIE (from May 8 to June 8)	116	✓
Now Baogu Movies (from May 8 to June 8)	133	✓
BBC Earth	220	✓
CNN International	316	
Now News	332	✓
Now Business News	333	✓
Nickelodeon	444	
Da Vinci	460	
Lifetime	525	✓
Asian Food Network	527	
Now Sports Prime	630	✓