



## **Now TV introduces new Home Screen and smart features Head “Home” to set up your profile and discover more**

**HKT (SEHK: 6823) – HONG KONG, December 22, 2020** – Now TV is taking its widely acclaimed user interface to the next level with the addition of support for multiple users and personalized home screen. These features will let customers access their favorite content through the “Home” button on the remote control<sup>^</sup> by aggregating their subscribed channels, VOD and pay-per-view programs in one destination.

The new multi-user feature gives different members of your household their own personalized Now TV experience. Up to five profiles can be created within a single Now TV account, with each profile having its own watch list, favorite channels and VOD catalogs. Subscribed programs are presented up front and you can also see trending programs directly from the home screen.

The new home screen will also be extended to the Now Player app\*. In the app, each user can browse his or her featured content and will receive personalized recommendations synced across TVs. Such seamless user experience enables customers to enjoy this content on the go with their devices, anytime and anywhere they want. What’s more, subscribers can now cast their Now Player screen to a TV via Chromecast or AirPlay for a big-screen viewing experience.

Mr. Derek Choi, Head of Pay TV of PCCW Media Limited said, “Now TV is committed to bringing the best viewing experience to our customers. The new-look home screen aggregates all of the live TV and on-demand content that you love. See a tick mark on the subscribed programs and it’s all yours to watch, and for the first time ever, you can also sync your personalized home screen from the TV to the Now Player app. It’s an entirely new way to discover your world of entertainment.”

Following the launch of the personalized home screen, brand new content is also coming your way on Now TV. Now True, which features award-winning documentaries, critically acclaimed biographies and inspiring true stories from around the world, was recently added to our unbeatable lineup of international sports, Hollywood blockbusters, drama series, variety shows and lifestyle programs with innovative new features and a variety of superb content, bringing a wider spectrum of viewing entertainment to Now TV fans.

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<sup>^</sup> The new features are accessible through the “Home” button on two designated Now TV remote controls.

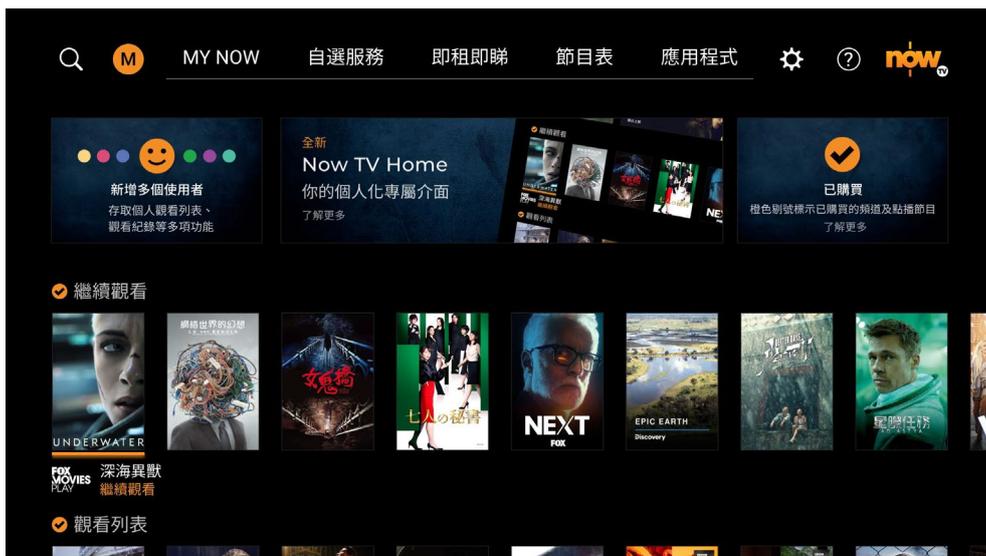
\* To be available next month.

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*an HKT company*



Mr. Derek Choi, Head of Pay TV of PCCW Media Limited, announces the launch of new home screen and smart features.



New Home Screen

Please also refer to [video of the press conference](#) and [Now TV presentation](#).

## About HKT

HKT (SEHK: 6823) HKT Hong Kong's premier telecommunications service provider and a leading innovator. Its fixed-line, broadband, mobile communication and media entertainment services offer a unique quadruple-play experience. 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, media entertainment, enterprise solutions and other telecommunications businesses such as customer premises equipment sales, outsourcing, consulting and contact centers.

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HKT is the first local mobile operator to launch a true 5G network with differentiated value-added services. Backed by its substantial holding of 5G spectrum across all bands and a robust and extensive fiber backhaul infrastructure, HKT is committed to providing comprehensive 5G network coverage across the city.

HKT delivers end-to-end integrated solutions employing emerging technologies such as 5G, cloud computing, Internet of Things (IoT) and artificial intelligence (AI) to accelerate the digital transformation of enterprises and contribute to Hong Kong's development into a smart city.

Riding on its massive loyal customer base, HKT has also built a digital ecosystem integrating its loyalty program, e-commerce, travel, insurance, FinTech and HealthTech services. The ecosystem deepens HKT's relationship with its customers thereby enhancing customer retention and engagement.

For more information, please visit [www.hkt.com](http://www.hkt.com).

### **About PCCW Media Limited**

PCCW Media Limited 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 150 linear channels and an extensive on demand library of local and international programming. Now TV provides an unbeatable lineup of exclusive live sports events, first run Hollywood blockbusters, drama series, variety shows and lifestyle programs. Premium content can also be accessed by subscribers via the Now Player companion app. PCCW Media also offers its content via Now E, subscription based one-stop entertainment platform with international and Asian dramas, movies and world-class sports events, which is designed to meet the needs of millennial viewers.

### **About Now TV**

Now TV is the leading pay-TV service in Hong Kong and the media entertainment arm of HKT, Hong Kong's premier telecommunications service provider and a leading innovator.

Since its launch in 2003, Now TV has been offering top-notch live sporting events and world-class entertainment programs, delighting viewers with movies and TV series they love and keeping customers informed with quality news and documentaries. From Asian to Western, local to international, STEM for kids to infotainment, Now TV has something for everyone. Customers can access Now TV's premium content on demand and through linear TV channels as well as the companion apps "Now Player", "Now Sports" and "Now Player Junior". For more information, please visit [www.nowtv.hk](http://www.nowtv.hk).

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