



## **Now TV brings Formula 1<sup>®</sup> to Hong Kong viewers for 2021 and 2022 seasons**

**HKT (SEHK: 6823) – HONG KONG, October 4, 2021** – Now TV, the media entertainment arm of HKT, and Formula 1<sup>®</sup> are delighted to announce an agreement to bring the FIA Formula One World Championship™ to Now TV viewers in Hong Kong for the 2021 and 2022 seasons.

Now TV began bringing F1<sup>®</sup> to fans in Hong Kong last month, starting with the FORMULA 1 HEINEKEN DUTCH GRAND PRIX 2021 on September 5. Max Verstappen and Lewis Hamilton are out in front as the top two F1<sup>®</sup> drivers in this year's standings, and it looks like the battle for the championship will go down to the wire. Follow Now TV to witness all the thrills of racing as one of these drivers writes his name into the F1<sup>®</sup> history books.

Mr. Derek Choi, Head of Pay TV, HKT, said, "F1 is one of the most watched sports events in Hong Kong. We are very excited to have reached a broadcast agreement with Formula 1, allowing fans to continue to enjoy this world-class racing event for the next two seasons. Our team has worked closely with content partners around the world to select various top-notch sports events for Hong Kong viewers, including 2021 US Open Tennis Championships, UFC (Ultimate Fighting Championship) and Astro Cricket that features major International Cricket Council events. F1 not only enriches our premium sports content lineup, but also meets the needs of customers looking to watch different sports events. To increase the appeal to Hong Kong F1 fans, we will enhance the Cantonese commentary. Being the Home of Sports in Hong Kong, Now TV also offers customers access to a series of football tournaments from beIN Sports, including UEFA Champions League, UEFA Europa League, UEFA Europa Conference League, Serie A and Ligue 1."

Ms. Michaella Snoeck, Head of Media Rights at Formula 1<sup>®</sup>, said, "Following the closure of the Fox Sports channels in the region, we are delighted to be entering a new partnership with Now TV to continue bringing F1 action to our huge fanbase in Hong Kong. The conclusion of the 2021 season is set to be a classic as we look forward to the closest championship battle in years, before we enter the hugely anticipated new era of F1 in 2022 with a brand-new car and new rules and regulations – it's a very exciting time to be an F1 fan!"

Now TV customers can experience qualifying and main races on Now Sports Plus (Ch.680) via the TV platform or the Now Player app, with English and Cantonese commentaries, or relive their favorite races and moments through Now TV's on-demand service. Existing customers of Super Sports Pack Plus, Super Sports Pack and Sports Packs can enjoy F1<sup>®</sup> as part of their subscription. Now TV will also cover FIA Formula 2 (F2) and Formula 3 (F3) races bringing to its viewers an adrenaline-fueled and comprehensive motor sport offering featuring the next generation of stars.

Existing or new customers to designated Now TV sports packs or Now Sports Plus Pack can enjoy F1<sup>®</sup>. The channel will also be available on Now E, the subscription details of which will be announced in due course.

For subscription details, please contact Now TV on 2888 0008 or visit [nowtv.now.com](http://nowtv.now.com).

## **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".

Now TV Official Website: [www.nowtv.now.com](http://www.nowtv.now.com)

Now TV Official Facebook Page: [www.facebook.com/NowTV.hongkong](https://www.facebook.com/NowTV.hongkong)

## **About HKT**

HKT (SEHK: 6823) is 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.

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).

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