



## **Now TV extends exclusive Premier League broadcast rights to 2024/25 seasons**

**HKT (SEHK:6823) – HONG KONG, February 17, 2022** - Now TV, the media entertainment arm of HKT, has secured the exclusive broadcast rights for Premier League on pay TV for the seasons 2022/23 to 2024/25 in Hong Kong, making it the city's Premier League broadcaster for 12 consecutive years<sup>^</sup>.

Now TV will continue to deliver live coverage of all 380 matches for every season, with selected matches in 4K quality to bring viewers exciting live action and the best viewing experience. The recently introduced new features such as Premier League Multi-Angle\* and Watch Party are set to further enhance viewers' enjoyment.

Now TV customers can also enjoy matches on the go via the Now Player app or relive their favorite matches using Now TV's Video-on-Demand service. Now E subscribers will be able to catch Premier League matches live and on demand for the next three seasons.

Now TV understands that customers prefer a variety of sports action. Starting from March 1, Now TV customers can also watch MotoGP World Championship, Wimbledon and The US Open Tennis Championships, The Open Championships, BWF World Tour, World Table Tennis, Korean Baseball League, PSA Squash, etc. via the newly launched SPOTV channels (Ch.670 & Ch.671). SPOTV is a leading international sports pay TV network in Asia featuring premium live sports action. Together with the recently secured sports content such as Formula One<sup>®</sup>, Ultimate Fighting Championship, Australian Open and Roland-Garros, UEFA Champions League and UEFA Europa League, Now TV offers the strongest sports content lineup for Hong Kong.

Mr. Derek Choi, Head of Pay TV, HKT, said, "We are excited to extend our long-standing partnership with Premier League for the coming three seasons exclusively in Hong Kong. Being Hong Kong's Home of Sports, the continued broadcast of the Premier League and the addition of SPOTV reaffirm our commitment to bring the best global sports content to the city."

Mr. Choi added, "Now TV is Hong Kong's first broadcaster to offer Premier League matches in 4K. Add to that our comprehensive coverage and innovative features, we are confident that we can provide the best-ever Premier League experience to Hong Kong viewers."

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<sup>^</sup>Referring to the seasons of 2013/2014 – 2024/2025.

\*Available for selected matches.

### **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.

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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](http://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).

LinkedIn: [linkedin.com/company/hkt](https://www.linkedin.com/company/hkt)

## **For more information, please contact:**

Ivan Ho

**HKT**

Tel: +852 2883 8747

Email: [ivan.wy.ho@pccw.com](mailto:ivan.wy.ho@pccw.com)

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