



Now TV, Now E and ViuTV to exclusively broadcast UEFA EURO 2020™

**Now TV and Now E will live broadcast all 51 matches
ViuTV will broadcast selected matches at TV prime time**

PCCW (SEHK:0008) – HONG KONG, May 8, 2019 – PCCW Media is pleased to announce it has secured the exclusive rights in Hong Kong for the 2020 UEFA European Football Championship (UEFA EURO 2020™), and that Now TV, Now E and ViuTV will broadcast the tournament exclusively.

UEFA EURO is one of the most popular football tournaments in the world. To celebrate the 60th anniversary of the tournament, the UEFA EURO 2020™ will be held in 12 cities across 12 European countries, and 24 national teams will compete for the championship from June 12 to July 12, 2020. Given the exciting outcome from the 2018 FIFA World Cup™, top European teams will compete to enter the UEFA EURO 2020™ and battle each other in an attempt to be crowned the European champion. The UEFA EURO 2020™ will also use the video assistant referee (VAR) system for the first time in the tournament.

In addition, as the kick-off times are expected to be in Asia's prime time viewing hours (as early as 8 p.m.), a wider audience of Hong Kong viewers will be able to enjoy the excitement of UEFA EURO 2020™. Now TV and Now E will exclusively broadcast all matches live for Hong Kong viewers, while ViuTV will broadcast selected matches live.

Ms. Janice Lee, Managing Director of PCCW Media Group, said, "PCCW Media is excited to acquire the exclusive pay-TV, free TV and OTT rights of UEFA EURO 2020™. Now TV has broadcast every cycle of the UEFA EURO since 2008. With our extensive experience in producing and broadcasting large-scale international and local sporting events, alongside the local production strength and creative productions from ViuTV and the OTT flexibility from Now E, we aim to offer an all-round viewing experience to Hong Kong viewers. Whether viewers are enjoying the matches on a live or on-demand basis, and whether they view them on TV, Internet or mobile platforms, we will strive to make this mega event a most remarkable football viewing experience."

Together with the top European leagues and other major leagues currently available, namely Premier League (available in 4K), UEFA Champions League, LaLiga, Bundesliga, Serie A, Ligue 1, UEFA Europa, Major League Soccer, Superliga Argentina, Turkish Süper Lig and AFC, Now TV customers may enjoy more than 1,500 of the world's top football matches in a season. Besides, Now TV also delivers world-class movies, dramas, and children's programmes. By consolidating the most comprehensive football leagues and the best entertainment content, Now TV is truly the best choice for families.

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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 <http://nowtv.now.com/>.

About ViuTV

Dedicated to bring Hong Kong audiences a huge variety of television entertainment, HK Television Entertainment Company Limited operates two free-to-air channels – ViuTV (Channel 99), the Chinese-language channel, and ViuTVsix (Channel 96), the English-language channel. With 24 hours daily broadcast of factual entertainment, variety show, drama, travelogue, infotainment, news and sports programmes, ViuTV has established itself as the epitome of high quality, creative local TV production in Hong Kong.

ViuTVsix provides top-notch television programmes from around the world. The channel also collaborates with major news networks worldwide to provide a variety of news programmes, along with live broadcasting of the world's top sports events.

About PCCW Media

The media group of PCCW is a leading, fully integrated multimedia and entertainment group in Hong Kong.

The media group operates the leading pay-TV service in Hong Kong under the Now TV brand delivering both self-produced and licensed content to its customers using IPTV technology. Now TV offers more than 170 linear channels and on demand library of local, Asian and international programming. Its premium content can also be accessed via the Now Player 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. PCCW Media also offers the Now E entertainment OTT (over-the-top) platform with international and Asian dramas, movies and world-class sports events, which is designed to meet the needs of viewers with Millennial lifestyle.

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The media group is also engaged in the provision of OTT video service under the Viu brand in Hong Kong and 16 markets in Southeast Asia, the Middle East and India. In addition, MOOV is a hugely popular music digital streaming service in Hong Kong.

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.

For more information, please contact:

Ivan Ho
PCCW

Tel: +852 2883 8747

Email: ivan.wy.ho@pccw.com

Portia Wong
ViuTV

Tel: +852 3665 5834

Email: portia.wong@viu.tv

Jointly issued by PCCW Media Limited and HK Television Entertainment Company Limited