



## **Now TV and LALIGA signed broadcast rights deal for the next three seasons**

**HKT (SEHK: 6823) – HONG KONG, August 11, 2023** - Now TV has signed a deal with LALIGA EA Sports, one of the world's most popular professional sports leagues, for the broadcast rights in Hong Kong for the next three seasons<sup>^</sup>.

Now TV will present all 380 exciting LALIGA matches to sports lovers for every season up to 2025/26. Fans can continue to watch their favorite teams including FC Barcelona, Real Madrid, Atletico de Madrid and Sevilla FC. Fans will be able to keep up-to-date with all the latest news, highlights, interviews, analysis from top former players and journalists that is exclusively available on LALIGA TV\*.

Bruce Lam, Chief Executive Officer, Consumer at HKT said, *"We are thrilled to announce the continuation of our LALIGA broadcast for the next three seasons, which will allow us to showcase the leading European leagues and cups and consolidate our position as the Home of Sports. In addition to bringing the most electrifying international sporting events to our audience, Now TV will also feature the latest array of global entertainment including blockbuster movies and award-winning programmes to deliver an unparalleled variety of diverse content for all our customers."*

Melcior Soler, LALIGA'S Audiovisual Director, said, *"LALIGA has millions of fans across the globe, and Hong Kong is not an exception. Thus, at LALIGA we are really excited about this agreement, that will deliver Spanish football to a unique market, thanks to a best-in-class partner as Now TV is."*

To provide our viewers with the most engaging and innovative viewing experience, Now TV is reintroducing the Watch Party<sup>#</sup> function for all LALIGA matches, which will allow fans to enjoy the games with a maximum of 3 friends and family in different locations by using the Now Player app or website simultaneously. Customers can also catch live action on the go via the Now Player app and relive exhilarating matches using Now TV's Video-on-Demand service. Now E subscribers will be able to watch La Liga matches live and on demand.

<sup>^</sup>Referring to the seasons from 2023/24 to 2025/26.

<sup>#</sup>The "Watch Party" function is only available to Now TV customers subscribing to designated channel/content. A maximum of four users can watch the content simultaneously through Now Player.

\*LALIGA TV will be available on Now TV Channel 632.

**About HKT**

HKT is a technology, media, and telecommunication leader with more than 150 years of history in Hong Kong. As the city's true 5G provider, HKT connects businesses and people locally and globally. Our end-to-end enterprise solutions make us a market-leading digital transformation partner of choice for businesses; whereas our comprehensive mobile communication and smart living offerings enrich people's lives and cater for their diverse needs for work, entertainment, education, well-being, and even a sustainable low-carbon lifestyle. Together with our digital ventures which support digital economy development and help connect Hong Kong to the world as an international financial centre, HKT endeavours to contribute to smart city development and help our community tech forward.

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

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

**About LALIGA**

LALIGA is the largest football ecosystem in the world. It is a private sports association, made up of 20 football clubs/SADs in LALIGA EA SPORTS and 22 in LALIGA HYPERMOTION, and is responsible for the organization of professional and national football competitions. It has over 200 million followers on social networks globally, across 16 platforms and in 20 different languages; and has the most extensive international network of any sports property, through which it is present in 41 countries and 11 offices, with headquarters in Madrid (Spain). The association is socially active through its Foundation and is the first professional football league in the world with a competition for players with intellectual disabilities: LALIGA Genuine.

**For media enquiries, please contact:**

**HKT****Group Communications**

Nicole Lo

Tel: +852 2883 8747

Email: [nicole.cm.lo@pccw.com](mailto:nicole.cm.lo@pccw.com)

**LALIGA Communications Department**

Tel: +34912055000

Email: [prensa@laliga.es](mailto:prensa@laliga.es)

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