



## **Now TV Signs Broadcast Agreement to Air NBA Games in Hong Kong for Three Seasons**

**HKT (SEHK: 6823) – HONG KONG, 21 November 2023** – Now TV today announced a three-year broadcast agreement with NBA Hong Kong to air games from the world-renowned North American basketball league to fans in Hong Kong on Now TV and Now E.

Beginning with the 2023-24 NBA season and running through the 2025-26 NBA season, Now TV will present basketball lovers with more than 300 live games each season, including regular-season games, NBA All-Star, the Playoffs, and the highly anticipated NBA Finals, on *Now Sports* (Channel 641) in Cantonese and English, and on *NBA TV* (Channel 642) in English. Select games will be available on Now TV's video-on-demand service for subscribers to relive exhilarating games anywhere anytime.

On top of can't-miss live games, fans will also be able to keep up to date with top highlights and replays, fantasy insights, features, interviews, events, and press conferences on NBA TV, the league's 24/7 dedicated English-language channel.

Bruce Lam, Chief Executive Officer, Consumer at HKT, said, "We are excited to bring the NBA, one of the world's most popular professional sports leagues, back to Now TV. The addition of the program further cements our position as the home of sports, demonstrating our commitment to bringing world-class sports events to the Hong Kong audience. This broadcast partnership allows us to leverage our expertise in sports broadcasting, delivering an unforgettable experience to fans in Hong Kong."

Now TV's OTT platform, Now E, offers flexible subscription options tailored to meet the needs of NBA fans who are always on the go. With options ranging from day passes to annual passes, Now E ensures that fans can enjoy live and on-demand NBA action at their convenience.

Will the Denver Nuggets continue their winning streak and capture the championship in the 2023-24 season? It's game time.

### **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 connectivity 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).

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