



Now TV and ViuTV to exclusively broadcast the FIFA World Cup 2026™ in Hong Kong

Early bird offer for designated Now TV, csl, 1010, NETVIGATOR, HKT Home Phone and Club Sim customers - Enjoy all 104 matches for just HK\$380

HKT (SEHK: 6823) and PCCW (SEHK: 0008) – HONG KONG, 25 February 2026 –

Now TV and ViuTV announced today that they have secured exclusive broadcasting rights for the FIFA World Cup 2026™, bringing the highly-anticipated sporting event in 2026 to Hong Kong audience.

Now TV will broadcast all 104 matches* live through its paid platforms, with coverage available in 4K[^]. This marks the three consecutive times since 2018 that Now TV has been appointed the exclusive broadcaster of the tournament in Hong Kong, further cementing its status as the Home of Sports. Complementing this, ViuTV is scheduled to air selected matches live for free, including the opening match and the final — allowing even more Hong Kong viewers to share the excitement.

The FIFA World Cup 2026™ will kick off in Mexico City on 12 June 2026 (Hong Kong Time) with the host nation facing South Africa at the iconic Estadio Azteca, and will conclude on 20 July 2026 (Hong Kong Time).

Set to be the largest edition in the tournament's history, the revamped format will feature 12 groups, an expanded line-up of 48 teams, a brand-new round of 32 knockout stages, and a record 104 matches compared to 64 in previous editions.

Expected to draw unprecedented attendance, the competition will be staged across 16 cities in Canada, Mexico and the United States, marking the first time the FIFA World Cup will be co-hosted by three nations.

From now till 24 April 2026, designated Now TV, csl, 1010, NETVIGATOR, HKT Home Phone and Club Sim customers can take advantage of a special early bird offer[#] to enjoy all 104 matches by subscribing to the FIFA World Cup 2026™ Event Pass at the special price of HK\$380 (regular retail price is HK\$980).

*Now TV is an exclusive Hong Kong pay TV live broadcaster of FIFA World Cup 2026™, featuring all 104 live matches. With the highest number of matches in the tournament history, the tournament will take place from 12 June 2026 to 20 July 2026 (Hong Kong time). All programmes, content and matches are subject to cancellation and/or suspension by the rights holders and/or event organisers. The dates and times of all aforementioned matches, sporting events and programmes may be subject to change from time to time, please refer to official announcements by the rights holders and event organisers for the latest information. Please note that Now TV Limited cannot guarantee the continued availability of the matches, content, channels, program and/or services on the Now TV services for the entire duration of your subscription; the channel line-up and programming on the Now TV services, and hours of broadcast of any channel or program are subject to change from time to time.

^Subject to relevant terms and conditions.

#Early bird offer of FIFA World Cup 2026™ (“Event Pass”) is valid till 24 April 2026. Designated Now TV, Netvigator, csl, 1010, HKT Home Phone and Club Sim Postpaid customers subscribing to services plans for a designated commitment period and meeting the conditions of designated monthly fees can enjoy special offer to subscribe to the Event Pass at HK\$380 (standard price: HK\$980) through the designated sales channels (excluding Now TV website or Now TV portal). These subscription fees and charges of the Event Pass do not include any installation charges, the HD/4K Connection Service or Now TV Set-Top box rental services. The offer cannot be used in conjunction with other applicable offers. Please contact Now TV sales staff for information on all the service plans and promotion details. Terms and conditions apply, please refer to <https://www.nowtv.now.com/tnc/worldcup2026>, www.nowtv.now.com/terms-and-conditions and <https://nowplayer.now.com/setting-sn-termsnconditions-npa>. Now TV is provided by Now TV Limited and is available only in designated areas. Now TV is a registered trademark of the HKT group. In the event of any dispute, the decision of Now TV Limited shall be final.

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.

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

About ViuTV

As the free television service under HK Television Entertainment Company Limited, ViuTV dedicates itself to offering diverse audiovisual entertainment to the Hong Kong audience. Broadcast 24 hours a day in Chinese, ViuTV Channel 99 produces factual entertainment, variety shows, dramas, travelogues, infotainment as well as high-quality news and sports programmes. ViuTVsix Channel 96 presents a wide array of content in English, ranging from talk shows from the United States to classic Hollywood movies and live broadcast of various entertainment and major sporting events.

ViuTV Official Website: www.viu.tv

ViuTV Official Facebook Page: www.facebook.com/ViuTV

For media enquiries, please contact:

HKT

Group Communications

Stella Tsang

Tel: +852 2883 8747

Email: stella.hy.tsang@pccw.com

PCCW

ViuTV

Portia Wong

Tel: +852 3665 5834

Email: portia.wong@viu.tv

Jointly issued by HKT Limited and PCCW Limited.

HKT Limited is a company incorporated in the Cayman Islands with limited liability.