



**Now TV x ViuTV bring FIFA World Cup 2026™ mania to Hong Kong  
AI-powered viewing, variety shows in full swing**

*Edan@MIRROR and Ivy@COLLAR named Now TV World Cup Ambassadors*

*ZPOT · TELLER and Jacky Fan performed theme song live*

**HKT (SEHK: 6823) and PCCW (SEHK: 0008) – HONG KONG, 4 May 2026** – Now TV and ViuTV held a press conference today to usher in this summer's FIFA World Cup 2026™. As the official broadcasters, Now TV and ViuTV are upgrading every facet – live match coverage, artificial intelligence (AI)-powered features and infotainment content, to offer fans with a more personalised and interactive viewing experience. The event also revealed Edan@MIRROR and Ivy@COLLAR as Now TV's World Cup Ambassadors, with ZPOT, TELLER and Jacky Fan from *King Maker VI* giving the debut live performance of the campaign theme song to heat up the excitement.

It's NOW or Never! The focus of FIFA World Cup 2026™ is on four modern greats who could be making their final collective bow: Cristiano Ronaldo, past forty but still giving his all for his dream; Luka Modrić, Croatia's "midfield magician"; Harry Kane, the heartbeat of England's attack; and Messi, looking to retain the crown and push the limits. This meeting of giants—perhaps never to be repeated—promises a fitting finale on the global stage and a stirring proof of a generation's pursuit of its footballing dreams. Fans won't want to miss it.

As the largest FIFA World Cup 2026™ ever, Now TV will broadcast all 104 matches\*, spanning 17 kickoff times, live on its paid platform, while Channel 99 ViuTV will air 25 selected matches live for free, including the opening match, the semi-finals, and the final. The 39-day tournament is expected to significantly reshape fans' daily routines. In addition to offering 4K^ live coverage, Now TV will also introduce two new features on the Now TV App to further elevate the viewing experience. Key features include:

**1. Now TV "AI Buddy": a close companion for fans**

- Leverage AI to integrate exclusive match data, along with Key Opinion Leader (KOL) insights, and professional football commentators' analysis, to deliver analysis and match predictions, helping fans grasp the flow of each game.
- Presents AI chat in localised style - answering World Cup questions using player names and football terms in Cantonese—to feel more familiar to Hong Kong audiences.
- Offers personalised match schedule recommendations based on users' selected teams and viewing time, with seamless links to Now TV live and/or on-demand content, making it easier for fans to keep track of matches.

## **2. Bringing in cutting-edge technology and dedicated exclusive feed, allowing HKT customers to witness every goal as it happens**

- Powered by csl/ 1010 5G and Netvigator high-speed broadband, the low-latency encoding technology connects directly to the Now TV Content Delivery Network (CDN). By splitting video into tiny segments for transmission, it significantly reduces buffering and boosts FIFA World Cup 2026™ live stream loading speeds by up to 2 times, allowing csl/ 1010 5G and Netvigator high-speed broadband customers to witness thrilling goals first!
- csl, 1010 and Club SIM postpaid monthly plan customers watching the tournament through the Now TV App can enjoy local mobile data waiver<sup>^</sup>, allowing them to stay immersed in the action anytime, anywhere in Hong Kong.

Now TV and ViuTV will also launch a series of FIFA World Cup 2026™-themed content spanning information, variety and entertainment. Beyond live coverage, replays and highlights, Now TV will create a dedicated FIFA World Cup 2026™ page with guides to feature players, and other information for a one-stop follow-along experience. ViuTV will build on the excitement by rolling out a diverse line-up, ranging from match previews and stories about star players to light-hearted football entertainment shows, including *World-class Shot* and *Hong Kong World Soccer*, while also incorporating World Cup elements into its new variety show *VIURIETY*, offering audiences richer, more variety and more talk-about content.

Starting today, designated csl, 1010 and Club SIM postpaid customers, Now TV, Netvigator and HKT Home Phone customers subscribing, renewing, upgrading or adding on selected services plans through designated sales channels and meeting the conditions of designated monthly fees can subscribe to the Now TV “FIFA World Cup 2026™ Event Pass” at a special price of HK\$580 (recommended retail price: HK\$980), to enjoy all 104 matches.

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# “FIFA World Cup 2026™ Event Pass” (“Event Pass”) - Designated csl/ 1010/ Club Sim postpaid customers, Netvigator, Now TV, HKT Home Phone 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\$580 (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](https://www.nowtv.now.com/terms-and-conditions)

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.

\*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.

## **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).

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](http://www.viu.tv)

ViuTV Official Facebook Page: [www.facebook.com/ViuTV](https://www.facebook.com/ViuTV)

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