



## Now TV x ViuTV kicks off 2018 FIFA World Cup™

**PCCW (SEHK:0008) – HONG KONG, March 3, 2018** – Now TV and ViuTV today kick off the countdown of 2018 FIFA World Cup™, bringing Hong Kong viewers a professional and entertaining FIFA World Cup™ broadcast.

### **Now TV will broadcast all 64 matches in 4K exclusively**

Now TV and ViuTV will live broadcast the 2018 FIFA World Cup™. Now TV will be the first in Hong Kong to broadcast all 64 matches live in 4K\* exclusively. With the interactive features of TV Recording, Timeshift and Timeline, and veteran commentators including ex-Footballer of the Year Chan Ping-on, ex-Hong Kong National Football team member Lam Hing-lun, veteran coach Tsang Wai-chung, Keyman Ma, Daniel Chan and Ho Fai, football fans will enjoy an unparalleled FIFA World Cup™ viewing experience.

### **ViuTV to launch game show *Good Night Show All-Star vs You***

To celebrate the coming of FIFA World Cup™, ViuTV will launch a series of ancillary programs, including game show *Good Night Show All-Star vs You*. Members of Hong Kong All Star Sports team (including Alan Tam, Wong Yat-wah, Law Kar-ying, Teddy Robin, Eddie Ng and Wilfred Lau), and other celebrities including Bowie Lam, Prudence Liew, Lo Hoi-pang, Larine Tang, Coffee Lam and many more will compete with ViuTV artistes for cash prize. Other programs include travelogue and variety shows such as *RUS Back Home* and *Madness Live in Russia*.

Ms. Janice Lee, Managing Director of PCCW Media Group, said, “PCCW Media has extensive experience in producing and broadcasting large-scale international and local sporting events such as LaLiga, Premier League and UEFA EURO. Now TV will introduce Hong Kong’s first 4K broadcast for all 64 matches and invite famous local athletes as guest commentators. Coupled with ViuTV’s local production strength and creativity, we are confident of bringing Hong Kong viewers a professional and entertaining 2018 FIFA World Cup™.”

Mr. Lo Ting-fai, General Manager of HK Television Entertainment Company Limited, said, “To welcome the 2018 FIFA World Cup™, ViuTV will launch a new factual entertainment game show *Good Night Show All-Star vs You*. We will invite celebrities to compete with our artistes for mega cash prize and the public will be able to share the prize. Together with other tailor-made FIFA World Cup™ travelogue programs and variety shows, the 2018 FIFA World Cup™ will definitely be the talk of town.”

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\* Customer needs to subscribe to designated 4K service plan, use the Now One 4K UHD All-in-One Set Top Box and have equipment and television supporting 4K resolution. His/her Now TV installation address has HKT fiber network coverage and where the Now TV service is connected to such fiber network.

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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 advanced IPTV technology. Now TV offers more than 190 linear channels and on demand library of local, Asian and international programming. Its premium content can also be accessed via 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.

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The media group is also engaged in the provision of OTT (over-the-top) video service under the Viu brand in Hong Kong and other places in the region. In addition, MOOV is a hugely popular lossless music digital streaming service in Hong Kong.

Moreover, the media group operates one of Asia's leading directories businesses under the Yellow Pages brand.

### **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](http://www.pccw.com).

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