



## **Now TV secures Premier League rights until 2027/28**

**HKT (SEHK: 6823) – HONG KONG, 30 August 2024** – Now TV announces today the extension of its exclusive broadcast rights for the Premier League for another three seasons, bringing the most-watched football leagues in the world to Hong Kong audiences for 15 consecutive years.

Now TV will continue to provide live coverage for all 380 matches from the seasons 2024/25 to 2027/28, with selected matches available in 4K resolution<sup>1</sup>. Viewers can also relive their favorite matches using Now TV's Video-on-Demand service.

Hong Kong fans can watch all the live action by accessing Now TV through a Now TV set-top box or by using the Now TV apps on their compatible smart TVs, smartphones and tablets, and enjoy simultaneous streaming on up to three devices from anywhere.

A wide range of subscription options are available to cater to subscribers' preferences, including sports packages, 12-month passes, monthly passes, and day passes. Viewers can also make instant purchases and start enjoying their favorite content immediately through online subscriptions.

Derek Choi, Managing Director, Consumer Marketing & Pay TV, HKT, said, "We are elated to extend our Premier League broadcast rights for another three seasons. This achievement underscores our long-term commitment to delivering high-quality sports content and bringing unparalleled excitement from around the world to our viewers. We will continue to raise the bar in sports broadcasting by leveraging latest technology, solidifying our position as the Home of Sports."

Paul Molnar, Chief Media Officer of the Premier League, commented on the partnership extension: "We are delighted to continue our longstanding partnership with Now TV, bringing the excitement and drama of the Premier League to fans in Hong Kong for the next three seasons. Now TV has been a dedicated and innovative partner, consistently delivering high quality and exceptional coverage."

Since its launch in 2003, Now TV has been the go-to platform for premium live sports coverage. With its comprehensive selection of sport content, including popular sports like football and basketball, as well as motor sports, tennis, snooker, golf, badminton, cricket, rugby or combat sports, Now TV ensures that fans can easily access their favorite sports events anytime, anywhere in Hong Kong.

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*an HKT company*

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<sup>1</sup> Now TV will broadcast all Premier League matches in Hong Kong exclusively on pay TV for the seasons of 2024/25 to 2027/28. Designated matches will be delivered in 4K per season. Customers are required to subscribe SD/HD/4K Connection and Now TV Set-Top Box Rental Fee together in order to view the 4K version of the channels (including matches in 4K resolution). All program content and matches are subject to cancellation and/or suspension by the rights holders and/or event organizers. The dates and times of all matches and sporting events may be subject to change from time to time, please refer to official announcements by the rights holders and event organizers for the latest information.

## **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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