



## **Now TV to bring The Emirates FA Cup excitement exclusively to Hong Kong fans with four-season rights**

**HKT (SEHK: 6823) – HONG KONG, 22 November 2024** – Now TV is pleased to announce that it has secured the exclusive broadcasting rights for the Emirates FA Cup and Community Shield in Hong Kong for four seasons, from 2024/25 to 2027/28<sup>1</sup>. Alongside our Premier League coverage, Now TV will bring both the world’s oldest national football competition and the pinnacle of English football to local audiences.

Now TV will kick off coverage of the Emirates FA Cup from Round 3 of the 2024/25 season<sup>2</sup>, where the excitement intensifies with the entry of Premier League and Championship teams. Hong Kong fans can enjoy the captivating football action from 11 January 2025 by subscribing to Emirates FA Cup 2024/25 Event Pass. Viewers can also relive and savour the exciting moments through Now TV’s video-on-demand service. Existing Now TV, Netvigator, csl, and 1010 customers can take advantage of a special discount offer<sup>3</sup>.

Derek Choi, Managing Director, Consumer Marketing & Pay TV, HKT, said, “The FA Cup is one of the most prestigious knockout cup competitions in world football and Now TV is excited to bring this iconic tournament to our viewers in Hong Kong. The return of FA Cup underscores our long-term commitment to being the ultimate destination for sports fans, solidifying our position as the Home of Sports.”

The FA’s Commercial Director, James Gray, added: “The Emirates FA Cup is a unique competition and part of English football culture that should be shared with football fans everywhere. We’re therefore delighted that this agreement with Now TV will deliver its special storylines and action to audiences in Hong Kong over the coming years.”

From football to rugby, basketball to tennis, as well as badminton, motorsports, snooker, golf, cricket, and combat sports, Now TV has been a comprehensive premium platform for live sports coverage in Hong Kong since its launch in 2003. Viewers can enjoy seamless access to their favorite events through a Now TV set-top box or by using the Now TV app on compatible smart TVs, smartphones, and tablets, with the ability to stream simultaneously on up to three devices from anywhere.

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<sup>1</sup> Now TV, as the exclusive pay TV broadcaster in Hong Kong, will broadcast the FA Community Shield and selected Emirates FA Cup matches for the 2024/25 to 2027/28 seasons.

<sup>2</sup> Now TV will broadcast featured The Emirates FA Cup matches in Hong Kong exclusively on pay TV for the season of 2024/25 from 11 Jan 2025 to 17 May 2025 (Third round to final). 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 aforementioned 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.

## **Appendix: Emirates FA Cup 2024/25 Event Pass**

From now until 17 May 2025, customers can subscribe to the Emirates FA Cup 2024/25 Event Pass ("Event Pass") through the designated sales platforms. Existing Now TV, Netvigator, csl, 1O1O and Club Sim Postpaid customers, who newly subscribe to, renew, or add-on to designated service plans for specific commitment period, can purchase the Event Pass at a 40% discount<sup>3</sup> through designated sales channels, with terms and conditions apply. Details as follows:

| <b>Emirates FA Cup 2024/25 Event Pass</b> |         |
|---|---------|
| <b>Standard Price</b>                     | HK\$198 |
| <b>Special Price<sup>3</sup></b>          | HK\$118 |

<sup>3</sup> This offer is valid till 17 May 2025. Now TV, Netvigator, csl, 1O1O 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 Emirates FA Cup 2024/25 Event Pass at HK\$118 (standard price: HK\$198) through the designated sales channels (excluding Now TV website or Now TV portal). Depending on the sale channel through which you subscribe to the Event Pass, the charges for the Event Pass will be billed through a csl, 1O1O, Club Sim Postpaid, Netvigator or Now TV invoice, as applicable. This subscription fees and charges of the Event Pass do not include any installation charges or Now TV Set-Top box rental services. The offer cannot be used in conjunction with other applicable offers. Now TV will broadcast featured The Emirates FA Cup matches in Hong Kong exclusively on pay TV for the season of 2024/25. The Event Pass permits a customer to watch featured "The Emirates FA Cup 2024/25" live matches and re-runs from 11 Jan 2025 to 17 Jun 2025 via the Now TV services. The Emirates FA Cup 2024/25 Matches will be broadcasted on Now TV Channel 681 and/or Channel 682. The match replays will be available within 24 hours of the live event on on-demand and will not be available after 17 Jun 2025. The Event Pass will expire on 17 Jun 2025. 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 aforementioned 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.

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. 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/facup20242025>, [www.nowtv.now.com/terms-and-conditions](https://www.nowtv.now.com/terms-and-conditions) and <https://nowplayer.now.com/setting-sn-termsnconditions-npa>

**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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