



Now TV expands its business in Macao to provide services to Galaxy Macau hotels

HKT (SEHK: 6823) – HONG KONG, 9 September 2024 – Now TV has announced that it will provide diversified, high-quality content to the TV entertainment systems in hotel rooms under the world-class luxury integrated resort destination, Galaxy Macau™ (hereinafter referred to as “Galaxy Macau”) starting today, marking a notable expansion of its business in Macao.

The collaboration covers seven hotels under Galaxy Macau¹, making available 16 TV channels including the Now Chinese Drama Channel and Now Baogu Superstars making their debut in Macao, as well as channels popular among movie and drama fans such as HBO and DreamWorks.

Derek Choi, Managing Director, Consumer Marketing & Pay TV, HKT, said, “We have been providing commercial pay TV services to top-tier hotels in Hong Kong, achieving a market penetration rate of nearly 100% in five-star hotels. This strategic collaboration with Galaxy Macau is a significant step in our entry to the Macao market. With the recovery of Macao’s tourism industry, hotels will continue to upgrade their facilities to meet customer needs. We are very confident about the prospects of the market in Macao, and will continue to explore new collaboration opportunities with the aim of further increasing our penetration in Macao five-star hotels from the current level of around 20%.”

In the first half of this year, Macao welcomed over 16 million inbound visitors, a year-on-year rise of 43%, with the average guest room occupancy rate reaching 84%².

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¹ The hotels covered in this collaboration are Banyan Tree Macau, “Galaxy Hotel™”, Hotel Okura Macau, JW Marriott Hotel Macau, The Ritz-Carlton Macau, Raffles at Galaxy Macau and Andaz Macau.

² Government of Macao Special Administrative Region Statistics and Census Service: [E_TUR_FR_2024_Q2.aspx \(dsec.gov.mo\)](https://www.dsec.gov.mo/EN/TUR_FR_2024_Q2.aspx)

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.

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