



Now TV signs deal with Netflix to enhance entertainment offerings for Hong Kong audience

HKT (SEHK: 6823) – HONG KONG, 4 June 2024 – Now TV is pleased to announce today the expansion of its collaboration with Netflix, the world's leading entertainment streaming platform. With an array of value-for-money service packages upcoming, customers will have access to vast libraries of content of both Now TV and Netflix under a single subscription.

With these service packages, Now TV customers can now enjoy the large collection of TV shows, movies and documentaries on Netflix, including globally renowned series like Wednesday, Korean content like Queen of Tears and Chinese-language favourites such as The Victims' Game and At the Moment. This addition will complement the already diverse and exclusive range of self-curated content available on Now TV, including major sports leagues and events, critically acclaimed documentaries on Now True, children programmes on Watch n Learn and Now Learn, top-rated western drama and entertainment series on Now Studio, hit series on Now Chinese Drama, as well as award-winning local, Asian and international blockbusters on Now Baogu Movies and MOVIE MOVIE.

Derek Choi, Managing Director, Consumer Marketing & Pay TV, HKT, said, "The expansion of collaboration with Netflix undoubtedly enhances the variety of content available to our valued customers and provides greater subscription flexibility. This aligns with our commitment to delivering a diverse and comprehensive content portfolio, solidifying our position as a leading content aggregator in Hong Kong. By seamlessly integrating Netflix's streaming service into our platform, we are taking a significant step forward in elevating the entertainment experience for the Hong Kong audience."

Available to Now TV set-top box subscribers, the upcoming service packages will combine high-speed broadband connectivity with the extensive entertainment content catalogs of Now TV and Netflix. Further details of the offering will be announced in due course. Now TV Customers with set-up box can also enjoy features already available, including a dedicated Netflix button on remote (H1 Box) and seamless login on the set-top box user portal.

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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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