

Press Releases

FOR IMMEDIATE RELEASE

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CABLE TV and beIN SPORTS form alliance Bringing star-studded UEFA Champions League and Europa League actions to fans

(Hong Kong, 14 September 2018) CABLE TV and beIN SPORTS announced today their newest collaboration, bringing CABLE TV's viewers Europe's most coveted tournaments - the UEFA Champions League (UCL) and the UEFA Europa League (UEL). Broadcasting the UCL since 2009, CABLE TV continues to carry the UCL for twelve straight years from 2009/10 to 2020/21 with this joint force, with the return of the UEL coverage. In addition to these two European top tournaments featuring the continent's strongest football clubs, CABLE TV viewers will be able to enjoy more football excitements including French Ligue 1, Italian Serie A, Australia's Hyundai A-League, Turkish Super Lig., USA's Major League Soccer (MLS) and Super Liga Argentina.

Under this partnership, three beIN SPORTS channels will be landed on CABLE TV's platform. The 24-hour, round-the-clock beIN SPORTS 1 and beIN SPORTS 2 channels will be available on CABLE HD Channel, No. 614 and 615, and SD Channels, No. 654 and 655. A wide selection of sporting events, on top of top-notch football, including World Golf Championships, Davis Cup tennis tournament and other exhilarating motor racing content will be showcased accordingly. beIN SPORTS 3, unveiling in coming months, will feature UCL and UEL games.

The collaboration also enables CABLE TV continue to provide self-produced programmes for the taste of local fans, offering live broadcasting service of UCL, UEL, Ligue 1 and Serie A games on its i-CABLE Sports channels, and with the extension to the free-to-air Fantastic TV (Channel 77) and Hong Kong International Business Channel (Channel 76). All matches will be delivered in Cantonese by the renowned soccer commentary team of i-CABLE Sports, narrated with professional analysis.

Mr. Ronald Chiu, Executive Director, i-CABLE Sports Limited welcomes the alliance of CABLE TV and beIN SPORTS, "CABLE TV is committed to bringing quality carriage of the European top football excitement to viewers over the years. We believe our supporters will be delighted about this partnership, with the continuous provisions of significant football programming initiatives on CABLE TV, following the recent broadcast of the first-ever "UEFA Nations League" on i-CABLE Sports and Fantastic TV. This certainly enhances our commitment of providing the most coveted sporting events to our viewers."

Mike Kerr, beIN's MD for Asia & ANZ, said, "As we continue to expand our offering in Hong Kong, we are thrilled with our Cable TV partnership and now have more football content accessible to local fans. The addition of UCL and UEL to our portfolio demonstrates our commitment to deliver the best sports experience to local fans."

About Hong Kong Cable Television Limited

Hong Kong Cable Television Limited, the first pay television operator in Hong Kong, is one of the largest producers of television, film and multimedia content based in Hong Kong for distribution over conventional and new media, with a particular focus on news, sports and infotainment.

Hong Kong Cable Television Limited is the subsidiary of i-CABLE Communications Limited, which is an integrated communications services provider in Hong Kong, commanding one of the largest and most influential TV viewer and communications service user bases in town.

i-CABLE Communications Limited owns and operates one of the near universal wireline telecommunications networks in Hong Kong, over which it provides television, broadband, telecommunications and multimedia services to well over two million households.

About beIN ASIA PACIFIC

beIN Asia Pacific - a multi-platform media company - offers a stellar line-up of live sporting events through our premium sports brands, beIN SPORTS. We serve passionate fans with great coverage, news and analysis of the top leagues and competitions from around the planet, as well as exclusive and never-before-available content. beIN SPORTS is available in 11 countries in the Asia-Pacific region on leading pay-TV platforms including on our live streaming player, beIN SPORTS CONNECT. Headquartered in Singapore, we are part of beIN Media Group, the fastest growing global media and entertainment company with over 60 channels worldwide. The group also owns MIRAMAX and leading pay-TV platforms in MENA and Turkey. For more information, visit beinmediagroup.com.