

HKT

HKT Home Phone

eye

網上行 netvigator

cs. 1010 CLUB Sim

now TV

The Only Quad-Play Service Provider in HK

1.1M
Households

Reliable fixed voice service with network availability at 99.9%

1.5M
Households

Market leader with over 80% with 10G coverage, first to launch 10G and 2.5G in HK

3.4M
Users

Leading mobile operator with 99% 5G coverage, >1M 5G users

1.4M
Households

Most comprehensive line-up of world class contents with ~140 Channels and 36K hrs of VOD

HK's first Hyper-Personalized Omni-Channel O2O Media Solutions

Target the RIGHT AUDIENCE at the RIGHT TIME on the RIGHT CHANNEL with the RIGHT MESSAGE

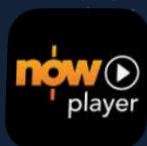
In-base Communications Channels



cs. 1010



now TV



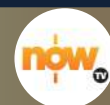
AR Lens

HKT Media Platform (TV / Digital / Social)

now TV now SPORTS

now 新聞台 now 財經台

now.com



Beyond HKT Universe



Ad Networks



Social Media Networks

a PCCW Group member

HKT

HK's first personalized TV Advertising Solution with O2O Conversion



Hong Kong's first addressable TV advertising service, enable more precise campaign targeting for enterprises.



An Advertising Ecosystem Combining AR & TVC with Shopping Cart



REVOLUTIONIZING THE SHOPPING EXPERIENCE



Time Sensitive



GPS Location Based



O2O Traffic Integration



Gamification

Download AR Lens



Enquiry on HKT Advertising & Marketing Solutions:

 nowadsales@pccw.com

a **PCCW** Group member