



## HITS & HITS MOVIES DEBUT ON CABLE TV IN HONG KONG

**Singapore/Hong Kong, 7 September 2021** – Rewind Networks is pleased to announce the launch of HITS and HITS MOVIES on Hong Kong Cable Television Limited (CABLE TV), Hong Kong’s first pay tv operator, providing cable television services in the territory for over two decades. Starting 1 October 2021, HITS will be available on Channel 310 and HITS MOVIES on Channel 213 on CABLE TV’s basic package. Both channels will be available in HD with Traditional Chinese subtitles.

The launches signal a continued and growing demand for Rewind Networks’ specially curated and beloved channels among leading pay-TV operators in the region.

The CABLE TV launch raises the reach of HITS to 21 million homes across 14 territories in Asia. It also sees HITS MOVIES enter its ninth market in the region.

“We look forward to working with CABLE TV to bring HITS and HITS MOVIES to their viewers in Hong Kong,” said Avi Himatsinghani, CEO of Rewind Networks. “The launch on CABLE TV is yet another testament to the channels’ strong proposition and relevance in Asia among leading pay-TV platforms to attract and retain their viewers.”

Mr. SHUEN Wai Hung, Senior Vice President, Subscription Sales & Marketing from Cable TV said: “We are delighted to bring the best viewing experience for our subscribers with the launch of HITS and HITS MOVIES on CABLE TV. We are confident the channels’ lineup of iconic movies and TV series from the previous decades will be a fantastic addition to our offering.”

HITS brings viewers the greatest TV ever created – all in one place. CABLE TV viewers will be able to watch their all-time favourite shows in never-before-seen HD quality, reconnect with iconic stories and characters every weekday at the same time, same place. CABLE TV subscribers can look forward to blockbuster series like the original *Charmed*, *Mind Your Language*, *Charlie’s Angels*, *M\*A\*S\*H*, *The Lucy Show* and *Small Wonder*.

HITS MOVIES celebrates the best blockbuster films ever made from the ‘60s to the ‘90s. The channel’s slate includes hot favorites like *Batman & Robin*, *Superman III*, *Airplane II*, *Footloose*, *The Godfather*, *Free Willy*, *Scary Movie*, *Outbreak*, *Police Academy III* and *Singing in the Rain*.

HITS and HITS MOVIES feature a carefully curated selection of hit TV series and films from Hollywood and International majors such as NBCUniversal, Warner Bros., Sony Pictures, The Walt Disney Company, MGM Studios, ViacomCBS, Lionsgate, Fremantle, BBC and itv Studios.

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### **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 and multimedia content based in Hong Kong for distribution over conventional and new media, with a particular focus on news, sports and infotainment.

i-CABLE Communications Limited is the parent company of Hong Kong Cable Television 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 base in town.

The Group owns and operates one of the near universal wireline telecommunications networks in Hong Kong, over which it provides media and telecommunications services to over two million households.

### **About Rewind Networks**

Incorporated and headquartered in Singapore, is a Multimedia Branded Entertainment Company dedicated to providing the Best in Class content to audiences across the Asia Pacific region.

HITS is Rewind Networks' maiden venture launched in 2013 as a linear 24x7 pan-regional pay-TV service. It features a curated selection of the greatest television drama and comedy series from the past few decades in High Definition.

HITS is the fastest growing basic general entertainment channel in Asia, now in 21 million households across 14 countries: Singapore, Malaysia, Indonesia, The Philippines, Taiwan, Vietnam, Thailand, South Korea, India, Brunei, Myanmar, Sri Lanka, the Maldives and Hong Kong. The channel is available on the basic packs of leading pay TV platforms and OTT services in these countries including StarHub, Singtel, Astro, MNC Vision, FirstMedia, MyRepublic, Cignal, SKYcable, AIS, MOD, CNS, K+, VTVcab, Viettel, CANAL+, Kristal Astro, Dialog, Tata Sky, Jio, KT, Dhiraagu, Medianet and now CABLE TV. To know more, log on to [hitstv.com](http://hitstv.com)

HITS MOVIES, the second service from Rewind Networks, is a pan-regional pay-TV channel that launched in October 2018 and is available in more than 11 million homes across 9 countries in the greater SE Asia region. The beloved and popular channel celebrates the best movies ever made from the 1960s to the early 2000s, featuring a carefully curated selection of the finest films in HD from across major studios. To know more log on to [hitsmovies.tv](http://hitsmovies.tv)

Rewind Networks has secured extensive licensing deals with leading studios such as NBCUniversal, Warner Bros., Sony Pictures, The Walt Disney Company, MGM Studios, ViacomCBS, Lionsgate, Fremantle, BBC and itv Studios.

The company will continue to progressively launch HITS and HITS MOVIES in other South East Asia markets and some South Asian countries.

### **For media-related enquiries**

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