



Now TV Steps Up its Game to Deliver a World-Class Streaming Experience for the FIFA World Cup



Scoring big with unmatched live streaming

One of Hong Kong’s largest pay-TV providers, Now TV, has always been a top choice for sports and entertainment enthusiasts with its extensive range of channels. When Now TV was named the official broadcaster for the FIFA World Cup 2022, the business had to step up its game to cope with a traffic surge, while providing viewers with an unforgettable streaming experience. To make this possible, Now TV engaged AWS Managed Services (AMS) to manage its cloud infrastructure and AWS Infrastructure Event Management (IEM)—part of AWS Enterprise Support—to ensure seamless streaming during live matches.

Achieving goals with zero downtime

2 weeks

to onboard to AWS Managed Services

24x7

monitoring, ensuring zero downtime and security incidents

15%

decrease in cloud expenditure

Keeping viewers cheering for more

Thanks to AWS Managed Services (AMS), Now TV provided a seamless streaming experience during the 2022 FIFA World Cup with no downtime or interruptions. AWS's robust infrastructure and high availability were critical to this success. Additionally, AMS accelerated Now TV's compliance towards ISO, NIST, and CIS. With a 95% patch compliance rate, AMS ensured that the infrastructure was always up-to-date with the latest security patches.

With AWS and AMS, Now TV was able to shift its focus towards developing new application features and innovative technologies.



AWS solutions



AWS Managed Services

With AWS Managed Services, Now TV was able to streamline its operations by entrusting critical, yet undifferentiated tasks such as infrastructure security, backup management, and patching to AWS. This not only enabled the company to ensure optimal performance, but also eliminated the need to spend time and resources on recruiting and training additional personnel, allowing Now TV to focus on more strategic initiatives.



AWS Enterprise Support

Thanks to AWS Enterprise Support's around-the-clock monitoring, hands-on assistance, and incident management, Now TV can focus on providing its customers with exceptional service and driving business growth, without worrying about the complexities of IT infrastructure management.

“ We’re looking to invest in more innovative technologies to provide our customers with the best live viewing experience. And we know with the support of AWS Managed Services, we can achieve these goals.”

Belinda Chan
Head of Technology, HKT Home

HKT is a leading telecommunications company in Hong Kong, providing a range of services including broadband, mobile, and TV. Part of HKT, Now TV is one of the city’s largest pay-TV providers, offering a wide variety of channels including live sports and entertainment.



Learn more about AWS Managed Services [here](#).

