



SPORTS FEDERATION & OLYMPIC COMMITTEE OF HONG KONG, CHINA

For Immediate Release

SF&OC's Response to HKSAR Government's Successful Acquisition of Broadcasting Rights for Tokyo 2020 Olympic Games

(Hong Kong, 11 May 2021) Regarding the announcement this morning that the HKSAR Government will allocate through "Art and Sports Development Fund" to purchase the broadcasting rights for the Tokyo 2020 Olympic Games (Tokyo 2020) in Hong Kong, and has secured a consensus from the five local licensed TV broadcasters to cooperate in broadcasting the Tokyo 2020 for all Hong Kong citizens to watch for free, Sports Federation & Olympic Committee of Hong Kong, China (SF&OC) is delighted to learn and welcomes with the arrangement.

Since early 2020, with the leadership of Mr. Kenneth K. K. FOK, the Vice President of SF&OC, the Federation has raised the concern about the broadcasting rights of the Tokyo 2020 in Hong Kong. The "Task Force on Tokyo 2020 Olympic Games Broadcasting" has been formed to keep close liaison with the HKSAR Government and all local broadcasters with a view to achieving the objective of live broadcasting Tokyo 2020 in Hong Kong. We are glad to know that through the effort of various parties, we have finally achieved the success. This outcome will certainly enable all Hong Kong citizens to give their best support to the participating Hong Kong athletes through watching the events in Tokyo 2020, while fighting against the epidemic together. In addition, "Hong Kong Olympic Fans Club", affiliated company of SF&OC, will make use of this opportunity to prepare and arrange a series of activities to promote Tokyo 2020 in the community so that all Hong Kong citizens can experience the on-site atmosphere and cheer for the Hong Kong athletes with their enthusiastic support. The detailed arrangements will be announced later.

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