

**PRESS RELEASE**

**2 February 2015**

**ITF and beIN SPORTS announce landmark global media rights partnership**

The International Tennis Federation and beIN SPORTS, a leading global sports channels network, today announced a strategic media rights partnership for Davis Cup by BNP Paribas and Fed Cup by BNP Paribas. The seven-year agreement, signed this week by ITF President Francesco Ricci Bitti and the CEO of beIN MEDIA GROUP Nasser Al-Khelaifi, commences in 2015 and is the largest television and digital rights deal in the history of Davis Cup and Fed Cup.

The partnership between ITF and beIN SPORTS is designed to increase the global exposure and quality of Davis Cup and Fed Cup coverage across both linear and digital channels to the benefit of the millions of tennis fans around the world who follow the competitions. beIN SPORTS will work closely with ITF and their existing broadcasters, as well as produce and televise the competitions across its channels in some parts of the world.

“The ITF is proud that beIN SPORTS has agreed to become the official global media rights partner for Davis Cup and Fed Cup,” said ITF President Francesco Ricci Bitti. “I want to thank beIN MEDIA GROUP CEO Nasser Al-Khelaifi and Deputy CEO Yousef Al-Obaidly, who were instrumental in the negotiation of this contract, and let them know how much we look forward to working with them to increase even further the television viewership and digital presence of Davis Cup and Fed Cup around the world. Just a few years ago, I went to the launch of beIN SPORTS in Paris and I have been impressed with the tremendous growth of the company and the quality of their productions.  Our competitions are in good company with the other major sports federations and brands associated with beIN SPORTS.”

“The naming of beIN SPORTS as the official global media rights partner of the ITF launches a new model for television and digital coverage of the ITF’s flagship competitions that will deliver more and better coverage for our fans around the world across all platforms,” said ITF Executive Vice President Juan Margets. “Following an 18 month review process, it became clear that beIN SPORTS would be the best partner for the sport’s World Cup of Tennis -  Davis Cup and Fed Cup - from a coverage, viewership, content and production perspective.”

beIN MEDIA GROUP CEO Nasser Al-Khelaifi said: "beIN Sports is extremely proud to become a long term partner of the ITF. We believe that Davis Cup and Fed Cup are great occasions within the tennis calendar showcasing the best of the game in a unique national team environment. Tennis is a fundamental part of our international sports programming and we look forward to working with the ITF to grow these competitions across the world."

**About Davis Cup by BNP Paribas**

Davis Cup by BNP Paribas is the World Cup of Tennis. It is the largest annual international team competition in sport, with 126 nations taking part in 2015. The competition is 115 years old having been founded in 1900. The title sponsor is BNP Paribas, the Official Bank of Davis Cup. International sponsors are Rolex (Official Timekeeper) Adecco (Official HR Sponsor) and NH Hotels (Official Hotel). beIN SPORTS is the Official Global Media Rights Partner. Follow all the action on [www.daviscup.com](http://www.daviscup.com), [www.copadavis.com](http://www.copadavis.com), [www.twitter.com/daviscup](http://www.twitter.com/daviscup), [www.facebook.com/DavisCupTennis](http://www.facebook.com/DavisCupTennis) and [www.daviscup.tv](http://www.daviscup.tv).

**About Fed Cup by BNP Paribas**

Fed Cup by BNP Paribas is the World Cup of Tennis. It is the largest annual international team competition in women’s sport, with 99 nations taking part in 2015. The event celebrated its 50th birthday in 2013 in the ITF’s centenary year. The title sponsor is BNP Paribas, (Official Bank of FedCup) and Adecco (Official HR Sponsor) is an international sponsor. beIN SPORTS is the Official

Global Media Rights Partner. Follow all the action on [www.fedcup.com](http://www.fedcup.com), [www.fedcup.com/es](http://www.fedcup.com/es), [www.twitter.com/fedcup](http://www.twitter.com/fedcup), [www.facebook.com/FedCup](http://www.facebook.com/FedCup) and [www.fedcup.tv](http://www.fedcup.tv).

**About beIN MEDIA GROUP**

beIN MEDIA GROUP, chaired by Nasser AL-KHELAIFI, is an independent company established in 2014. It holds every beIN SPORTS channels worldwide.

beIN SPORTS operates multi-platform sports channels and digital content services in the Middle East North Africa, France, North America, and Asia-Pacific. beIN SPORTS’ mission is to bring fans of all great sports the best live game action, news and analysis of the top leagues, tournaments and competitions around the planet, as well as exclusive original content.

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