

## beIN SPORTS secures Bundesliga's television rights beginning 2016-2017

The Deutsche Fußball League and beIN MEDIA GROUP have reached a global media rights deal beginning in the 2016-2017 season that will make the German league available to "hundreds of millions" of fans across Middle-east & North Africa, Europe, and Asia. The length of the contract is three years.

Beginning in the 2016-17 season, the deal includes all 306 Bundesliga matches, DFL Supercup, and Bundesliga Relegation Playoffs. beIN MEDIA GROUP is also obtaining exclusive rights to the Bundesliga's digital distribution rights including online television services and mobile.

Nasser Al-Khelaifi, CEO of beIN MEDIA GROUP: *"Both on and off the pitch, the Bundesliga has grown to become one of the preeminent football leagues in the world. We look forward to partnering with the DFL over the next three years to leverage our global portfolio of sports channels to strengthen the Bundesliga brand around the globe."*

Joerg Daubitzer, CEO of the DFL Sports Enterprises: *"These agreements confirm that the Bundesliga has legitimately evolved to become a top international sports media property. beIN MEDIA GROUP is a global-scale partner that provides German football opportunities for worldwide exposure and future growth. We welcome these agreements as an expression of faith in the Bundesliga's continued development over the coming years."*

The star of the Bundesliga has risen over the last few years on the back of the success achieved by Bayern Munich and Borussia Dortmund; however, the league is plush with talent and is one of the most exciting and entertaining leagues in the world. The exposure given to other clubs such as Schalke, Bayer Leverkusen, Hannover 96, Borussia Mönchengladbach and others will help elevate the league to even greater heights around the world.

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### **About beIN MEDIA GROUP:**

beIN MEDIA GROUP LLC, incorporated in January 2014, became the official owner of the global sports network, beIN SPORTS. beIN SPORTS as a brand was first launched in June 2012 in France. On December 31 2013 Al Jazeera Sport was officially spun off from the Al Jazeera Media Network to become beIN SPORTS. Today beIN SPORTS has 36 channels worldwide and broadcasts across the Middle East, North Africa, Europe, North America and Asia Pacific. For more information on beIN MEDIA GROUP, please contact the Media Office: Tel: +974-4457-7419 e-mail: [mediaoffice@beinsports.net](mailto:mediaoffice@beinsports.net) or visit [www.beinmediagroup.com](http://www.beinmediagroup.com)