



Immediate release

Doha

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Under the campaign slogan of “**All You Want**”

beIN Democratizes Pay TV In MENA Through Entry Into Entertainment Content

Complete Pay TV proposition of sports, movies and entertainment available to customers through a single regional Pay TV platform

Marking its twelfth anniversary beIN announced expansion of its platform through launch of wide range of movies and entertainment channels.

Under the campaign slogan of “**All You Want**” the company is positioning itself as the only comprehensive Pay TV entertainment player in the region.

Mr Nasser Al Khelaifi, Chairman and CEO of beIN MEDIA GROUP said ”Our consumer research in the MENA region indicated for quite some time that families expect a leading entertainment provider like beIN to offer a complete range of TV entertainment channels.

Furthermore we identified a sweet-spot in terms of pricing of Pay TV in the region that has traditionally been over-priced. Hence it was natural that beIN offers latest blockbuster movies, great family entertainment in the form of latest series, factual and kid’s content along with our premium sports offering. beIN’s vision is to reshape the future of Pay TV and family entertainment in MENA through offering premium multi-genre entertainment at affordable prices.”

With the entry into the entertainment space, beIN now offers a complete spectrum of entertainment content. beIN subscription packages include amazing sports like regional and international football, tennis, rugby, golf, F1 and athletics along with latest movies from Hollywood, a wide array of family channels all delivered through state-of-art technology that enables customers to enjoy this in their living room or on the go.

beIN is offering the new channels to its existing subscribers absolutely free until end of 2015. While any new potential subscribers will be able to purchase a comprehensive package offering.

Commenting on this Mr Al Khelaifi said, “beIN values the loyalty of our customers in MENA region. Our entry into entertainment Pay TV space should be a cause of celebration for our loyal customers. Hence we have decided to reward our loyal customers with two months of free access to our premium entertainment channels.”

beIN is launching twenty four entertainment channels of full HD quality. “Our research indicates that full HD is an extremely important feature that our customers expect from a premium brand like beIN. As part of our commitment to quality, we are offering a bouquet of full HD channels.” Said Mr Al Khelaifi.



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beIN intends to differentiate itself from other regional pay TV operators by offering entertainment content that is appropriate regionally and is fit for family viewing.

beIN decoders also have advanced feature of “Parental Control” that will give parents ability of determine what their family can watch.

beIN’s expects significant subscriber growth on the back of this strategic expansion. The company is determined to keep expanding its sports, movies and entertainment content portfolio.

****End****

About beIN:

beIN is a leading global sports & Entertainment network broadcasting in the Middle East and North Africa (in 24 countries), France, USA, Canada, Indonesia, the Philippines, Hong Kong, Taiwan and Australia.

beIN is a multi-sports & Entertainment channels providing exclusive access to prime sporting competitions including: FIFA World Cup, UEFA Champions League, football leagues from Europe including Spain’s La Liga, England’s Premier League, Italy’s Serie A, France’s Ligue 1, German’s League Bundesliga; CAN, AFC Champions League and AFC Asian Cup. Across the world’s other most popular sports, tennis (including French Open, US Open), basketball (NBA), motorsports (MotoGP, Dakar Rally, NASCAR), cycling (Tour de France), rugby (Six Nations) and many more including handball (Qatar 2015) and gymnastics.

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