



18th January 2016

Doha, Qatar

beIN Further Expands Entertainment Portfolio with Launch of beIN Movies 3 and Five Turner Channels

New Channels to Screen Blockbuster Hollywood Movies and Globally Acclaimed Content from Turner Network

In line with its planned strategy to further consolidate its position as the comprehensive Pay TV entertainment player in the region, beIN MEDIA GROUP announced the launch of the new movie channel, beIN Movies 3, dedicated to showcasing popular and award-winning films from Hollywood.

In addition, Turner's popular channels including Cartoon Network, Boomerang, TCM, HLN and CNN HD will now be solely available on beIN Pay TV DTH networks across the MENA region, as part of its exclusive agreement with Turner, a division of Time Warner.

The launch of the new channels follows beIN's recent foray into the entertainment space, to mark its twelfth year anniversary, and offers a diverse range of movies and entertainment content for the entire family across its three focused channels beIN Movies 1, 2 and 3. beIN expects significant subscriber growth on the back of this new launch and is scheduled to introduce more entertainment channels of full HD quality by the second quarter of 2016.

Commenting on the launch, Mr. Yousef Al-Obaidly, Deputy CEO of beIN MEDIA GROUP, said, "The past few weeks have been packed with a lot of strategic announcements aimed at cementing our position as drivers of premium entertainment content in the region. From the launch of our entertainment portfolio to our collaboration with Turner, we have confidently announced our entry within this space and are gearing up for more niche unveilings that will position us at the top of our game. We are determined to keep expanding our sports, movies and entertainment offerings, bringing together the very best in global programming on our network. The response from our subscribers has been very encouraging and we want to carry on entertaining them with access to quality content that appeals to the entire family."

The new channel is available to existing subscribers of the beIN network at no additional costs on channel number 52 on the beIN EPG. New subscribers can enjoy access to the world-class programming from a basic subscription fee of US\$10 onwards.

beIN subscription packages include latest blockbuster movies, great family entertainment in the form of latest series, factual and kids content along with premium sports offering such as regional and international football, tennis, rugby, golf, F1 and athletics, all delivered through state-of-the-art technology. beIN has secured exclusive coverage rights for Euro 2016 in the MENA region with four dedicated channels beIN SPORTS MAX 1, 2, 3 and 4 broadcasting all the action from the fields.



Telephone هاتف
+974 44577777

Fax فاكس
+974 44577544

P.O. BOX 23231
DOHA - QATAR

صندوق البريد
الدوحة - قطر

Web الموقع الإلكتروني
www.beinsports.net



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 to determine what their family can watch.

****End****

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

beIN is a multi-genre platform 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. Among 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 are also broadcast by beIN.

beIN offers complete spectrum of entertainment including blockbuster movies from around the world, stunning local and global entertainment besides best in class sports events all delivered through state of art technology. Through beIN SPORTS CONNECT beIN DTH subscribers as well as non-subscribers can access content anytime anywhere.

For further information about beIN, please contact

Hanan Al-Muhannadi

Phone Number: +974 44577419

Email: mediaoffice@beinsports.net



Telephone هاتف
+974 44577777

Fax فاكس
+974 44577544

P.O. BOX صندوق البريد
DOHA - QATAR الدوحة - قطر

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