



06<sup>th</sup> January 2016

Doha, Qatar

## **beIN and Turner Sign Exclusive Partnership for MENA Region**

**Turner Channels to air exclusively on the beIN Network to ensure wider reach and coverage**

To further strengthen its presence in the entertainment space, beIN has entered into a strategic partnership with Turner, a division of Time Warner, to exclusively air Turner-owned channels in the Middle East and North Africa region.

The exclusive partnership was formally executed at a signing ceremony at the beIN Media Group headquarters in Qatar today, in the presence of H.E. Mr. Nasser Al-Khelaifi, Chairman and CEO of beIN Media Group and President of Turner EMEA, Mr. Giorgio Stock.

As part of the agreement, 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, highlighting the network's commitment to diversify its entertainment offering.

Speaking at the event, H.E. Mr. Al-Khelaifi said, "We closed last year with the launch of our entertainment portfolio and are excited to bring in the New Year with this exclusive partnership. Our agreement with Turner reiterates our commitment to provide our audiences with the best in global entertainment on our network, and ensures a wider reach and coverage of these channels to their fans in the Middle East and North Africa. These channels have earned the trust and loyalty of viewers across the globe and we look forward to entertaining our subscribers with exclusive access to their award-winning programmes and premium content."

The agreement comes into effect from January 2016 and is available to existing and new subscribers of the beIN network across packages launched in November 2015, in line with the planned expansion of the network's entertainment platforms to further strengthen its position as the leading Pay TV entertainment player in the region.

Highlighting the importance of the partnership and its intended benefits to Middle East & North Africa audiences, Mr. Stock said, "Both organisations share a vision to provide easy and convenient access to our loyal consumers who expect only the best from us. Our combined efforts will not only strengthen the reach of these popular branded destinations but will also allow our viewers to enjoy unlimited access to quality programming that has positioned us at the top of our game. We look forward to collaborating with the beIN Media Group on other initiatives that will add more value and further enhance the regional Pay TV landscape."

beIN's expects significant subscriber growth on the back of their strategic expansion plans and is planning to launch more entertainment channels of full HD quality. The company is determined to keep expanding its sports, movies and entertainment content portfolio.



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.

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### **For further information about beIN, please contact**

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### **About beIN Media Group**

beIN is a leading global 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 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. 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.

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.

### **About Turner**

Turner International operates versions of core Turner brands, including CNN, TNT, Cartoon Network, and TCM, as well as country- and region-specific networks and businesses in Latin America, Europe, the Middle East, Africa and Asia Pacific. It runs Pay- and Free-TV-channels, as well as Internet-based services, and is a commercial partner with various third-party media ventures; it teams with Warner Bros. and HBO to leverage Time Warner’s global reach. Turner operates 180 channels showcasing 32 brands in 37 languages in over 200 countries. Turner Broadcasting System International, Inc. is a subsidiary of Turner Broadcasting System, Inc., a Time Warner company.



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