beIN Partners With Discovery Communications To Launch Six New Channels In The Region

Discovery Kids HD, Dlife HD, DMAX HD, DTX HD and a new HD version of Fatafeat will be available exclusively on beIN with Animal Planet HD also joining the line-up

February 03, 2016 – Doha. beIN, the leading Pay TV and entertainment platform in MENA, today announced the signing of six channels from Discovery Communications, the world's #1 pay-TV programmer, five of which are exclusive to beIN in the region. These channels will further strengthen beIN's portfolio, offering a wide choice of world-class content to its subscribers. beIN will be the exclusive platform for these five premium channels in Middle East & North Africa. beIN launched its entertainment bouquet in November in MENA region. Since the initial launch, the network has strengthened its content offering by partnering with multiple global TV brands, channels and studios.

 The signing of the latest deal to add six new channels to the beIN platform is another significant step forward in the unparalleled growth of beIN's entertainment business. This will give the ability for beIN subscribers to watch not only their favorite MENA channels like Fatafeat, which will now be available for the first time across the region in HD, but also ground-breaking new content that has not been available in the region before.

Highlighting the significance of this strategic partnership, Yousef Al-Obaidly, Deputy CEO of beIN Media Group, said, "Partnering with Discovery Communications further strengthens our position as the number one family entertainment platform in the region. Discovery's channels offer unique content, packaged exceptionally well for the most discerning global audiences. We look forward to working closely with Discovery to bring great new content to MENA."

Commenting on this new relationship, JB Perrette, President, Discovery Networks International, said, "For over 30 years, Discovery has been satisfying viewers' curiosity through engaging and entertaining content through a list of powerful and loved media brands. In partnership with beIN, we are providing a stronger offer to our viewers and commercial partners, and we look forward to working alongside beIN to increase the reach of our content in the Middle East and Africa."
As a result of this partnership agreement, beIN will be enhancing its factual, reality, edutainment, kids programming as well as offering a new HD version of Fatafeat.

In 2016, beIN expects to significantly grow its pay TV platform in the region on the back of further additions to the portfolio. beIN plans to launch more channels in high quality HD in coming months. beIN's vision is to deliver an experience that provides everything that a Middle Eastern family needs and expects.

ENDS

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

beIN
MEDIA GROUP
(L.L.C)

Telephone هاتف   **Fax** فاكس   P.O.BOX 23231 صندوق البريد   **Web** الموقع الإلكتروني
+974 44577777   +974 44577544   **DOHA - QATAR** الدوحة - قطر   www.beinsports.net