



Press Release

Be Amazed With Nine New Channels Launched By beIN New channels cater to diverse family needs and appeal to different customer segments

Doha, 31 March 2016

Doha – Qatar. beIN announced launch of nine new channels that will become available to its subscribers from April 01, 2016. These new channels add variety to the beIN portfolio and strengthen the family and female focused programming.

beIN will be adding beIN Movies 4 and beJunior, both beIN branded channels. beIN Movies 1,2,3 have been phenomenal success with a wide range of family movies and launch of beIN Movies 4 will further provide opportunity to beIN subscribers to watch Hollywood blockbusters at will. beJunior marks entry of beIN in branded kids content. Along with other 3rd party kids content channels, beIN has now become the leading kids entertainment platform.

Through beIN's partnership with Discovery, three new channels Fatafeat, Animal Planet and DTX are being introduced. Fatafeat has been an iconic channel that resonates with food-lovers throughout the region. From April 01, Fatafeat will no longer be available as a free-to-air channel. Both Fatafeat and DTX are exclusively available only with beIN while Animal Planet also joins the line up.

beIN recently formalized an agreement with BBC that enables beIN to introduce the well-known and much loved kids entertainment brand CBeebies in the region. CBeebies has been a leading BBC channel across the world that is equally popular with pre-schoolers as well as their parents due to the educational nature of the content. The channel is well recognized as one that plays an important part in child development through educational themes of its programs.

beIN is also expanding the Cartoon Network franchise by introducing Cartoon Network Hindi. This reflects beIN's approach of expanding its brand appeal for various segments of the population. Cartoon Network Hindi has unique content aimed at Indian diaspora.

Baraem and Jeem are the last two channels joining beIN to complete the line up for April 01 launch. Both Baraem and Jeem have been among the most popular free-to-air channels in the region for many years. From April 01, these channels will be exclusively available only for beIN subscribers and will cease to exist in the free-to-air environment.

Commenting on this significant platform expansion, Mr. Yousef Al-Obaidly, Deputy CEO of beIN MEDIA GROUP said, "We at beIN believe that a pay TV network needs to be like a galaxy of some bright stars. We are fortunate to be able to launch nine channels of such high quality. I am sure that our subscribers will enjoy all of this latest and exclusive content. We truly now have great content for each and every member of the family. We will continue to grow and bring more amazing channels and programming to our subscribers throughout this year".

END



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 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-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-Mhannadi

Media Office

Phone Number: +974 44577419

Email: mediaoffice@beinsports.net



Telephone هاتف
+974 44577777

Fax فاكس
+974 44577544

P.O. BOX 23231 صندوق البريد
DOHA - QATAR الدوحة - قطر

Web الموقع الإلكتروني
www.beinsports.net