



Press Release

@beINSPORTS ranks 1st in terms of followers within the regional sports media industry

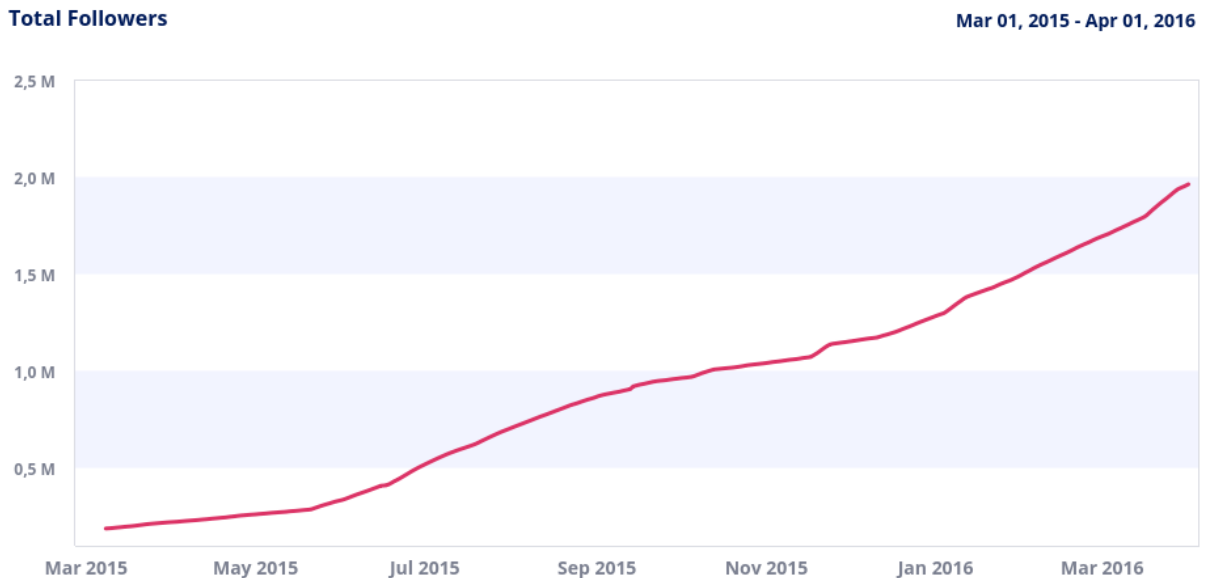
Doha, 10 April 2016

MENA's premium Pay-TV platform, beIN MEDIA GROUP, celebrates another outstanding achievement in their unprecedented online growth. On this occasion the plaudits arise purely from a Social Media success; beIN SPORTS' Instagram following has reached a staggering **2 million** strong in just over two years.

The beIN SPORTS Instagram account is firmly positioned at number 1 in the MENA region and a commendable 2nd globally. Such milestones cement the company's position as an industry leader in the world of digital sports content. Also exemplified, is the successful content quality and distribution strategy deployed by its digital marketing and social media teams.

Well renowned for their innovation in digital content, the **@beINSPORTS** account was launched in January 2014. Introducing the platform complemented the brands already thriving Social Media platforms and, furthermore, enhanced the sports content distribution ecosystem already in place.

CHART: Instagram growth over the last year





“Instagram gives us a unique opportunity to use visual content to connect our brand directly to the fans”

beIN SPORTS’ thrives through a carefully crafted social media and content distribution strategy, focusing on creating meaningful moments from a visual standpoint. Specific content seeding is sourced exclusively for the platform to natively provide its audience with a value-adding and rewarding experience.

Game day example: Explaining to the audience when the match is available and the subscription opportunities

اليوم على قنواتنا
TODAY ON OUR CHANNELS

El Clásico الكلاسيكو

21:30
MECCA مكة المكرمة

12HD 3HD 1HD

LIVE & EXCLUSIVE مباشرةً وحصرياً

GET beIN

beIN SPORTS



END

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.

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