



## Press Release

### beIN lines up football stars, celebrity experts and top analysts for an amazing UEFA Euro 2016 coverage

Jun 9, 2016 – Doha. beIN is all set to provide unprecedented level of in-depth analysis, experts' opinions and high quality live coverage of UEFA Euro 2016. UEFA Euro, which starts on June 10, is undoubtedly the most important sporting event of the year. The tournament start with hosts France taking on Romania is the first match in Stade de France at 22:00 MECCA time in Jun 10.

For the first time in the region, beIN will broadcast seven matches of UEFA Euro 2016 in 4K on a dedicated channel "beIN 4K". beIN is the first pay TV platform in MENA to introduce the 4K broadcast that is quickly taking over the mainstream video ecosystem. All seven matches starting from quarter finals, semi-finals and final of UEFA Euro 2016 will be broadcast in 4K.

beIN plans to air 12 hours of uninterrupted live studio coverage throughout the day to keep football fans up-to-date with each and every aspect of the tournament. During the day various Euro themed documentaries detailing the event history, interviews with current and ex-footballers and reflections of some of the players about important moments in Euro history will be broadcast.

beIN has lined up a top class team of sports pundits and legendary players to share their analysis of the game with the fans. beIN's famous presenters Rob McCaffrey, Jason McAteer, Nicky Crosby, Kay Murray and Matteo Bonetti will keep football fan informed. They will be accompanied by experienced analysts Richard Keys, Andy Gray and Angus Scott will host the live studios. In the studios beIN will also have much-loved players Kevin Keegan, Ruud Gullit, Patrick Kluivert, Graeme Souness, Andy Cole, Michel Salgado and Luis Garcia.

beIN dedicated news team will also provide news bulletins throughout the day with updates on the latest from Euro2016 and the wider world of sport.

The MENA beIN English studio coverage of Euro 2016 will also be broadcast live across the beIN platform of Channels in Australia and France spreading beIN SPORTS unrivalled English coverage across three continents.



Watch UEFA Euro Broadcast daily on the following beIN channels:

**In Arabic:**

beIN Max1: Will be dedicated to live Arabic coverage of Euro

beIN Max2: Will be dedicated to live Arabic coverage of Euro and Copa America

**In English:**

beIN Max3: Dedicated to live English coverage of the Euros, and Copa America

**In French:**

beIN Max4: A dedicated channel for Euro and Copa America

beIN 4K: Will broadcast seven matches quarter final, semi- final and final in 4K

**Match Timings:**

1<sup>st</sup> Match 10<sup>th</sup> Jun (France vs Romania) 22:00 MECCA time

2<sup>nd</sup> Match 11<sup>th</sup> Jun (Albania vs Switzerland) 16:00 MECCA time,

3<sup>rd</sup> Match 11<sup>th</sup> Jun (Wales vs Slovakia) 19:00 MECCA time

4<sup>th</sup> Match 11<sup>th</sup> Jun (England vs Russia) 22:00 MECCA time

Every day UEFA Euro 2016 matches starts at 16:00 – 19:00 and 22:00 MECCA time, for further details about Euro schedule you can visit beIN TV guide: [www.beinsports.com](http://www.beinsports.com)

**About beIN**

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-Muhannadi

Media Office

Phone Number: +974 44577419

Email: [mediaoffice@beinsports.net](mailto: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](http://www.beinsports.net)