



Press Release

More than 381 Million Viewers during the UEFA Euro and Copa America

beIN provides 15 hours of live coverage

July 3rd, 2016 – Doha. The global research agency Voicecom that is specialized in the field of research and statistics revealed its statistics of the viewership number during the UEFA Euro 2016 and Copa America. According to Voicecom the statistics shows that beIN SPORTS channels had more than 381 Million of viewership during the month of Jun in the Middle East and North Africa region.

The statistics also focused on the big numbers of the viewership for the top matches that happened during the UEFA Euro 2016. For example, Spain vs Turkey match that occurred last week 17th Jun it got 25 million viewers. Also the match between French vs Switzerland which was held on the 19th Jun got more than 25 Million viewership across the MENA region.

As for the number of viewers for Copa America the statistics shows that only two matches got more than 15 million viewership. For example, the big match that was between Argentina vs America got more than 8 million viewership.

beIN channels devoted all their efforts to provide an outstanding coverage for the big two sporting events, UEFA Euro 2016 and Copa America. beIN has arranged a number of 50 studios with the best presenters, analysts and pundits to give the fans the exclusive news and interviews that happening during the tournaments. beIN channels also sent more than 17 correspondent to different cities across France and America to give the viewers the latest statements from the top players and coaches.

For social media fans, beIN has a great coverage through their social media platforms that shows a number of exclusive images, videos, interviews and news. As well as beIN sport fan can follow up all the tournaments details, moment by moment through beIN social media platform.

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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.



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