



Press Release

## BEIN EXPANDS ITS PORTFOLIO WITH THE LAUNCH OF DKIDS HD, DLIFE HD AND DMAX HD

*New Channels to launch this August, exclusively on beIN, offering content for the entire family*

Doha, August 1, 2016

This August beIN network will further extend its local presence with the launch of three new channels exclusive to beIN platform. Started from **Monday 1 August, DKids HD, DLife HD and DMAX HD** will add to beIN portfolio, showcasing an entertaining mixture of children's, lifestyle and fact-based programming, thoughtfully curated for the entire family and all presented in stunning HD.

Earlier this year, beIN network signed a new long-term partnership with Discovery to broaden its reach across the region with the launch six new channels in 2016. DKids HD, DLife HD and DMAX HD complete this current channel line-up, following the launch of Fatafeat HD, DTX HD and Animal Planet HD in April.

Commenting on the addition of these new channels, Amanda Turnbull, VP and Country Manager, Discovery Networks MENA, said; "Discovery has been satisfying viewers' curiosity for more than 30 years, building powerful, world-class brands along the way. We have leveraged this know-how to deliver three brand new channels for the Middle East, tailored specifically to meet the needs of local audiences, and complement and enhance beIN's current offering. DKids, DLife and DMAX are channels the whole household can enjoy, with safe, fun, inspirational and educational programming designed to encourage viewers to get more from life. We are thrilled to present all three channels to beIN subscribers and look forward to building greater reach and following in the region."



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Yousef Al Obaidly, Deputy CEO beIN Media Group was very confident that these three Discovery channels will further enhance beIN's entertainment portfolio. He said, "Our partnership with Discovery started early this year with launch of channels like Fatafeat, Dmax and Animal Planet. With the launch of these new channels we will further consolidate our partnership with Discovery and our content appeal."

DKids HD is the home of smart fun programming, with a vision to encourage young viewers to be inquisitive and maximize their imagination at the heart of the channel. From cooking and wildlife, to animation and arts and crafts, DKids will inspire children to get active and involved in the world around them.

Programme highlights on DKids this august include the brand new pre-school animated series, ***Earth To Luna*** (Monday, 1 August at 17:00 KSA/Qatar), which follows the adventures of Luna is a six-year-old girl who is passionate about science, and along with her little brother Jupiter and pet ferret, Clyde, explores the world around her in a fun and educational way.

With content that is fresh, inspirational and uplifting, DLife HD will encourage viewers to reach higher and experience life differently, making it a perfect channel for the modern Middle Eastern woman. Featuring a wide range of motivational genres including, travel, health and lifestyle, relationships and home makeovers, DLife will showcase a wide variety of shows never before seen in the region, including Jo ***Frost: Extreme Parental Guidance*** (Monday, 1 August at 19:00 KSA/Qatar), which follows the popular no-nonsense British nanny as she explores some of the biggest issues affecting children and parents in today's society. Throughout the series, Jo encourages families to share their experiences in an attempt to understand why they have ended up in these troubling situations. She provides honest advice about how they can change their lives for the better, while tackling some of the most difficult cases of her career.



DMAX HD is the channel for those who believe in living life to the fullest, featuring real stories by real people and experts. With the tagline, “life is a big adventure”, DMAX is set to become the most popular platform for young men in the Middle East looking for their daily dose of adventure, with

Genres including extreme outdoor, engineering, fishing and military. Debuting on launch day, is the brand new series *Life Below Zero* (Monday, 1 August at 20:15 KSA/Qatar), a fascinating series following the daring trail of six people as they battle for the most basic necessities in the Alaskan bush. All must overcome despairing odds to brave the wild and survive through to the spring. An incredible story that captures people battling snow storms, man-eating carnivores, frozen terrain and limited resources through a long and bitter winter, this series is a must-see.

DKids HD is available on beIN channel 141; DLife HD is available on beIN channel 106; and DMAX HD is available on beIN channel 114.

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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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## **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) is the leader in global entertainment reaching 3 billion cumulative viewers in more than 220 countries and territories. Discovery satisfies curiosity, entertains and inspires viewers with high-quality content through global brands, led by Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velocity, as well as U.S. joint venture network OWN: Oprah Winfrey Network, and through the Discovery Digital Networks portfolio, including Seeker and SourceFed. Discovery owns Eurosport, the leading pan-regional sports entertainment destination across Europe and Asia-Pacific. Discovery also is a leading provider of educational products and services to schools, including an award-winning series of K-12 digital textbooks, through Discovery Education. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).



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