



Press Release

## beIN Leads the Pack with 3 Million Instagram Followers Sports fans throng to beIN Instagram account to get real-time up-dates on their favorite sports events

October 11, 2016 – Doha. beIN joins an elite club of a select few in Middle East & North Africa to get **three million Instagram followers**. beIN achieved this milestone through following an extremely creative and engaging social media strategy developed around young sports fans of this region.

beIN Instagram account presents a comprehensive story of various key matches and events on daily basis. The social media team managing the account keeps sports fans abreast with all key moment of important sports events on daily basis. For a key football match beIN posts would give detailed information about starting line-ups, details of how and where the matches are being broadcast, key moments of the match, half-time scores and the full-time scores. For these key sports events, beIN team develops an individualized story board which is shared with the sports fans. This detailed coverage of popular sports has enabled beIN to attract cult-like following within the social media savvy youth of Middle East & North Africa.

Sharing sports news and content with the youth of MENA region requires creativity and constant innovation. Through its Instagram account, beIN not only shares matches or events related news but fun facts and interesting information about the players, coaches, venues, teams and tournaments. It is not uncommon to find interesting cartoons depicting key match moments or some little-known facts in a light-hearted manner on beIN Instagram account. Besides the core match information, such creativity has built a strong base of loyal fan following for beIN Instagram account regionally.

beIN is at the forefront of advanced digital marketing and fan engagement in this region. With an extremely high following of the beIN brand within the social media environment, beIN is constantly pushing the boundaries of innovation and creativity. beIN is committed to engaging the youth of this region through productive and healthy on-screen and off-screen activities that are rooted in knowledge about sports.

Olivier Dufour, Director of Digital of beIN summarized the recipe of success by saying, “Youth in MENA are passionate sports fans but have limited avenues to seek information about their favorite sports in the region. beIN’ s Instagram account has established itself as a knowledgeable and credible source of all interesting news within the sports industry. We understand the youth of this region and know what they are looking for.



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This knowledge plus our unique access to sports news and scores ahead of anyone else in the region makes beIN Instagram account extremely unique.” beIN plans to continue to expand its presence in social media space in future as well to feed the passion of sports fans in MENA region.

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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.

### **For further information about beIN, please contact**

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