

Turkey's leading digital platform Digiturk, member of beIN MEDIA GROUP, acquired the exclusive broadcasting rights for 'Turkish Super League' for another five years.

BeIN MEDIA GROUP's Digiturk wins 'Turkish Süper Lig' tender, once again...

As a part of beIN MEDIA GROUP, international sports and entertainment broadcaster having presence in 40 countries all over the world, Digiturk won the rights to broadcast live the 'Spor Toto Süper Lig' (Turkish Football League) matches for the next five seasons. Turkish Super League is *one of the most outstanding football leagues in Europe in recent times*.

Winning the rights with an offer worth USD 500 million per year Digiturk, the leading football broadcaster in Turkey, became the sole broadcaster of the league yet again. Until the end of the 2021-2022 season, Turkish Süper Lig matches will be broadcasted only on Digiturk.

Bringing unrivalled sport action and major international events to dozens of millions of viewers around the world on a daily basis, beIN MEDIA GROUP's recent acquisition of Turkey's leading digital platform bore its first fruits. Digiturk, already being the exclusive broadcaster of Turkish Süper Lig for the past 16 years, will now expand this status over two decades with the new 5-year deal. The winning bid amounted to USD 500 million + VAT per year.

beIN MEDIA GROUP's Chairman and CEO Nasser Al-Khelaïfi, expressed his joy over Digiturk strengthening its position as the home of football in Turkey. "We went in the tender with a clear objective and are pleased to have secured the exclusive rights we wanted. This is not only the greatest investment in Turkish sports history, but also a testament to our commitment to Turkey and Turkish football. Turkey as a growing country, has a great potential with its sustainable economical growth, young and

dynamic population. We believe in this country as well as its rising sports economy” Al-Khelaïfi said.

Nasser Al-Khelaïfi suggested the vast broadcasting experience beIN MEDIA GROUP has across 5 continents within 40 countries will help Turkish football’s brand value. “We hope to help Turkish Süper Lig flourish in the international markets and contribute to its brand value. This is one of our priorities and we will take the necessary steps to ensure it. We will continue to invest in Turkish sports as we did in any country we have entered” Al-Khelaïfi added.

Digiturk will continue to offer the richest sports content with beIN MEDIA’s support...

Digiturk offers its viewers the best world leagues with the most riveting matches; broadcasting on Lig TV throughout the season Süper Lig and chief European leagues including English Premier League, Spanish La Ligue, French League 1 and Italian Serie A among other leading organizations such as French Coupe de La Ligue, Brazilian Serie A, Turkish Airlines Euroleague, Spor Toto Basketbol Ligi and ATP Masters 1000 Tennis League.

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