



## Press Release

### **beIN is awarded “Middle East Pay TV Services Company of the Year” in prestigious Frost & Sullivan 2017 Best Practices Award Event**

#### **Award recognition of beIN’s customer centric growth, innovations and success in MENA**

Doha, Qatar 8<sup>th</sup> Jun 2017, beIN won “Middle East Pay TV Services Company of the Year” in recently held Frost & Sullivan 2017 Best Practices Award gala event in Dubai. The award is conferred upon a company that has demonstrated best-in-class service, leadership and growth in Pay-TV industry across MENA. beIN has grown significantly by expanding its services to appeal to wider demographics and establishing benchmarks in innovation, quality of experience and services. beIN has proved to be successful with its offerings that span the best from Hollywood movies, general entertainment, sports and children content across multiple languages. Apart from its regional market leadership, the company has been expanding its services to international markets as well.

Frost & Sullivan Best Practices Award utilizes a 360 degree Research Methodology that represents analytical rigour of the research process. It offers a 360 degree view of industry challenges, trends and issues by integrating all seven of Frost & Sullivan research methodologies. The integration of these research disciplines provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class level in each industry.

Congratulating beIN on this huge achievement, Ms. Vidya Nath, Research Director Digital Media Practice at Frost & Sullivan said, “The pay-TV market in MENA is under penetrated because of dominance of free to air channels, challenges such as piracy and more importantly inadequate choices for customers. beIN MEDIA GROUP has infused energy into such a market by taking bold decisions in the last two years. It diversified its content portfolio to offer general entertainment in English & Arabic. beIN’s quality of experience and availability of its services at reasonable price points has appealed to a wider demographic resulting in significant growth.”



Mr Mohammed Al-Bader, Executive Director of Brand & Creative beIN GROUP MENA, who represented beIN in the event and received the award was delighted with this honor bestowed upon beIN. He said, "beIN has invested significantly in the past few years to position itself as the undisputed leader in the regional pay TV industry. This investment has indeed supported beIN's growth and aided industry-wide recognition of beIN's leadership.

While we feel that profitable growth and customer satisfaction is our ultimate goal and focus, it is extremely gratifying to see that our efforts are being recognized by industry stalwarts like Frost & Sullivan. I would like to dedicate this prestigious award to our subscribers and beIN staff without whom this success would not have been possible."

With a vision to be a global content leader, beIN's strategic acquisition of content and rights, global expansion and aggressive investment in technology and innovation are aligned with its growth trajectory and mission to be the best global media network.

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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, Thailand 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, series and best kids programs through acquiring several exclusive channels like Jeem & Baraem. 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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