



beIN MEDIA GROUP enters into cricket broadcasting as it wins exclusive rights to show Cricket Australia content in MENA over the next six years, starting with the 2017-18 Ashes

Doha, Qatar – November 9, 2017 – Cricket is set to reach its biggest ever audience in the Middle East and North Africa (MENA) following a deal signed today by Cricket Australia and broadcaster beIN MEDIA GROUP. This is the first time cricket will be showcased on beIN SPORTS and signals the entry of the beIN MEDIA GROUP into broadcasting cricket for the first time.

The deal is the biggest ever cricket board rights deal for the region and will bring the best of Australian and international cricket to a growing MENA audience over the next six years.

beIN MEDIA GROUP has won the right to show the upcoming Magellan Ashes Test Series, with coverage starting on 23rd November. beIN MEDIA GROUP will screen premium cricket clashes including South Africa's 2018 tour of Australia, India's 2018-19 tour of Australia, and both the KFC Big Bash League and Rebel Women's Big Bash League – Australia's men's and women's domestic T20 cricket leagues.

All games will be available in HD via subscription channels and online and with the recent launch of the beIN MEDIA GROUP's 4K channel, cricket fans in MENA can look forward to watching selected games from their favourite sport in Ultra HD over the coming years.

This is beIN MEDIA GROUP's first ever cricket deal and sees the group continue to expand its sports coverage and overall sports portfolio. The move comes hot on the heels of a number of rights renewals over the past six months, including the exclusive rights to broadcast the UEFA Champions League and Europa League in the MENA region for a further three years.

Driven by an increase in the number of cricket supporting expatriates, including over eight million Indians, beIN MEDIA GROUP is expanding its offer to capitalise on the rapidly growing market for cricket across the Middle East and North Africa.

The six-year beIN MEDIA GROUP deal will cover all international tests, one day and T20 cricket matches for the men's and women's Australian national team in its home country. beIN MEDIA GROUP will broadcast cricket in more than 24 countries, including the United Arab Emirates, Saudi Arabia, Bahrain, Oman, Kuwait, Qatar, Lebanon, Iran, Iraq, Egypt and Morocco.



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Commenting on the award, Yousef Al Obaidly, Deputy CEO, beIN MEDIA GROUP, said:

"It is important that we deliver on our promise to broadcast the very best global sports and events, and this is yet another significant milestone on this journey. The audience for cricket in the Middle East and North Africa is growing at an unprecedented pace, and viewers are rightly demanding better, more comprehensive, in-depth coverage. We are delighted that Cricket Australia has chosen to partner with beIN and we will guarantee cricket fans across the region access to high quality cricket coverage.

"This agreement with Cricket Australia is the latest in a series of rights deals that have seen beIN MEDIA GROUP grow its portfolio, win a bigger share of the market and reaffirm itself as the undisputed first choice sports and entertainment broadcaster for the region."

James Sutherland, Cricket Australia's Chief Executive Officer, said: *"We are delighted to welcome beIN to the cricket family and know their viewers will enjoy the range of quality cricket content on offer in Australia each season.*

"The Ashes is the perfect start for their partnership with us, and with the impending introduction of a Test championship and a new ODI league, beIN cricket fans will only benefit from international cricket's new structure and greater context."



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About beIN MEDIA GROUP and beIN MENA

beIN MEDIA GROUP, chaired by Nasser AL-KHELAIFI, is an independent company established in 2014, and the owner of beIN, the leading sport and entertainment global network. beIN is now distributed across 43 countries within Europe, North America, Asia, Australia, Turkey, Middle East and North Africa (MENA).

Aside from building the beIN SPORTS premium network, beIN MEDIA GROUP is expanding beyond sports into entertainment through production and distribution as well as in the digital space. In November 2015, a new platform was launched in MENA including 28 beIN owned channels with 20 related to sports, 4 to movies and 4 to kids, in addition to growing numbers of third party channels. In March 2016, beIN MEDIA GROUP acquired MIRAMAX film studios offering movie production capabilities and a library of over 700 films. beIN MEDIA GROUP acquired Digiturk the leading PAY TV operator in Turkey, in August 2016.

beIN MENA is a multi-genre platform providing exclusive access to prime sporting competitions including: Olympics, 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, UEFA Europa League, FIFA Confederation Cup, Copa America; Africa Cup of Nations, CAF Champions League, AFC Champions League, AFC Cup, AFC Asian Cup 2019. Among the world's other most popular sports, tennis (including Roland Garros, US Open, Australian open and Wimbledon as well as the ATP Masters series), basketball (NBA), motorsports (Dakar Rally, NASCAR, Formula1), cycling (Tour de France), rugby (Six Nations) and many more including NFL, MLB and athletics also broadcast by beIN.

beIN MENA also 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.

For more information on beIN Media Group, please contact mediaoffice@bein.net



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