

*Thursday 1 February 2018*

## *Australian Open and beIN extend broadcast partnership until 2024*

Following the success of **Australian Open 2018**, Tennis Australia Chief Revenue Officer **Richard Heaselgrave** and beIN MEDIA GROUP's Executive Director of Sports Content **Daniel Markham** today announced a long-term extension and expansion of their broadcast relationship through to 2024.

Along with extensive coverage of the Australian Open including juniors, wheelchairs and legends, the deal also includes lead-in tournaments, AO qualifying and the **Laver Cup** which will be broadcast in the Middle East and North Africa (MENA).

"beIN are delighted to continue our long-term relationship with Tennis Australia. Tennis is one of the central pillars of our premium sports content and today's announcement cements beIN as the continuing long-term home of tennis in the Middle East and North Africa. The Australian Open is the perfect way to start the sporting year and we are very excited to bring this event to our audiences for the foreseeable future," Daniel Markham said.

"The extension of our partnership with beIN MEDIA GROUP now includes the full eight weeks of the Australian summer of tennis, the brand new global event the Laver Cup, along with other quality original content throughout the year," Richard Heaselgrave said.

"beIN's commitment to their most comprehensive coverage of the Australian summer of tennis will allow our fans in the MENA region to follow the action right across Australia throughout December and January. With more channels, content and live feed capabilities, we will be able to tell a more compelling story that shows the power, passion and glory of tennis," Richard Heaselgrave continued.

In addition to producing all matches live from each tournament, Tennis Australia will also provide quality original programming content year round, including match highlights, player, tournament and city profiles, best-of, behind the scenes and more.

beIN will be working closely with Tennis Australia to produce extensive magazine and build up programming and daily studio coverage for the Australian Open, with all of the action available simultaneously in English and Arabic across beIN's suite of linear channels as well as via the beIN Connect app and online services.

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