



The 2018 FIFA World Cup Russia™

Exclusively on beIN SPORTS MENA

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beIN MENA, the premium sport and entertainment TV offer available in 24 countries of North Africa and Middle East, will soon be the **exclusive home of the prestigious 2018 FIFA World Cup Russia™** on its beIN SPORTS channels.

To propose the best coverage and meet all expectations of its viewers, beIN has decided to dedicate **six channels** to broadcast all 2018 FIFA World Cup Russia™ matches. This will notably include beIN SPORTS MAX 1 and beIN SPORTS MAX 2 **in Arabic**, beIN SPORTS MAX 3 **in English** and beIN SPORTS MAX 4 **in French** so that each subscribers can enjoy the games. All matches will also be **aired in 4K** on the beIN 4K broadcast channel. beIN news channels will on their side provide viewers with 2018 FIFA World Cup Russia™ **related updates and best images** all day long.

This will also be the first time in history that a FIFA World Cup welcomes 4 Arab Nations: **Egypt, Morocco, Tunisia and Saudi Arabia**. To celebrate this achievement and in order to provide all fans with the **best coverage of their favourite team**, beIN SPORTS MENA will therefore follow **each Arab team** through their competition, as well as **all other major international football teams**, for the greatest satisfaction of the viewers. To this end, more than **250 dedicated reporters** will be present to cover all 2018 FIFA World Cup Russia™ matches, related news, share the latest results and images, while carrying out **exclusive interviews** with all the participating teams and players.



All the renowned analysts and hosts of beIN will also be delivering all day long and until the Final Game the best of the World Cup through **beIN TV shows and magazines**. Special 2018 FIFA World Cup Russia™ beIN SPORTS MENA original programs will include several shows, such as: *Hello Russia*, *World Cup Today*, *Countdown*, *Road to Russia*, *Allo beIN*, *The Stars*, *beIN covering*, and *What You Missed*. beIN will also provide **live coverage from the stadiums** before, during, and after every match and will host top stars, sports pundits, guests, analysts and commentators.

Through this exceptional and complete broadcast, beIN will be live broadcasting for **more than 14 hours every day** during the 2018 FIFA World Cup Russia™.

As always, beIN great services will also go beyond television to the digital world via its **official website** as well as **all major social media platforms**, such as Twitter, Instagram, and Facebook, where the fans will notably be able to exclusively enjoy the best images and results of the competition.

With this extensive and exclusive coverage, beIN TV Channels and Digital supports will definitely be **the one and only must-go** for all football fans!

Find all beIN SPORTS news on www.beinsports.com and on all beIN social networks, and discover the FIFA World Cup promotional offers on www.bein.net/en/promotions.

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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.



Telephone هاتف
+974 4457 7777

Fax فاكس
+974 4457 7544

P.O.Box 23231 صندوق البريد
DOHA - QATAR الدوحة - قطر

Web الموقع الإلكتروني
www.beinmediagroup.com