



Latest Statistics: 2018 FIFA World Cup Russia™ Viewership Increased by Over 100 Million on beIN

More viewers are tuning in to beIN for top commentary and access to all of the 2018 FIFA World Cup Russia™

Doha, Qatar - 30 June 2018: beIN MEDIA GROUP has announced latest satellite viewing figures revealing that viewership of the tournament on the beIN network has increased by over 100 million in comparison to the same period in the 2014 FIFA World Cup Brazil™.

Cumulative viewership over the first 15 days of the 2018 FIFA World Cup Russia™ stands at 1,135,293,857 in comparison to 1,035,270,308 for the same period of the 2014 FIFA World Cup Brazil™.

beIN's world-class coverage has included a parade of studio guests representing the best in talent and commentating, with the likes Issam Al Chaouali, Hisham Al Khalsi, Arsene Wenger, Zlatan Ibrahimovic, Ruud Gullit, Mido, Mohammed Abutrika, Wael Gomaa, Javier Saviola joining in-studio to share their experiences and opinions with the viewers.

beIN operates in 43 countries around the world and in 24 countries in the MENA region, where fans are tuning in for the highest quality broadcast, world-class commentating, and second-to-none fan experience. Broadcast on satellite in 4K and Full HD, the beIN experience is also available on devices anywhere in the world through beIN CONNECT.

beIN has secured continued growth in viewership across the Middle East and the world, establishing itself as a household name with the exclusive broadcast of some of the world's top sporting and entertainment properties, including the FIFA World Cup, UEFA Champions League, Formula 1, as well as other sporting and entertainment channels.

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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.

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