



**beIN MEDIA GROUP announces sensational plans to broadcast 22 FIFA World Cup matches on beIN free-to-air channels in MENA for the very first time with expanded distribution.**

Doha, Qatar 14<sup>th</sup> Jun 2018

beIN MEDIA GROUP (beIN), one of the world's leading sports and entertainment groups, has today announced exciting plans that will see 22 matches of the FIFA World Cup Russia 2018™ broadcast for the first time on beIN's free-to-air channels in the Middle East and North Africa (MENA) with expanded distribution. The announcement, made on the morning of the start of the World Cup in Russia, is great news for football fans across the MENA region and a continuation of other free-to-air agreements that beIN has secured for MENA sports fans. The landmark deal represents a clear statement and gesture of goodwill by the global broadcaster to offer its content to the widest possible Arabic audiences.

beIN is the exclusive broadcast rights holder of the FIFA World Cup Russia 2018™ in MENA, and fans who subscribe to beIN SPORTS will have unparalleled access to all 64 matches across four dedicated, state-of-the-art beIN channels. Through the free-to-air plans announced today, though, beIN has for the first time ensured that all sports fans in MENA will have access to 22 matches of the tournament on beIN's free-to-air channels, which are being made widely available across the region.

Commenting on the agreement, Nasser Al Khelaifi, Chairman and CEO of beIN MEDIA GROUP said, **"It is our honor and pleasure to offer free-to-air access to 22 FIFA World Cup matches, offering the most memorable moments of the World Cup to millions of football fans across the Middle East and North Africa.**

**Our region has some of the most passionate, dedicated and knowledgeable football fans in the world, and we are delighted to be able to open up access to the tournament to the multitude of fans who will tune in across region over the coming weeks. This is the first time we have made our content so widely available as we realize how significant and unifying this tournament is for our region.**

**The FIFA World Cup galvanizes people and nations like no other sports tournament, bringing together families, friends, colleagues and communities of all backgrounds to celebrate – as one world – the greatest football event on earth. Today marks the start of a quite unique global festival of sport, and beIN is proud to play its part in bringing this joy to football fans all across our region."**



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The FIFA World Cup Russia 2018™ promises to be a huge celebration of football in MENA with a record five teams qualifying for the tournament from the region. beIN's free-to-air programming includes the opening ceremony and match of the tournament, all group games involving Egypt and the Kingdom of Saudi Arabia, together with additional coverage that will include selected quarter and semi-final matches and the World Cup final taking place on Sunday 15 July in Luzhniki Stadium, Moscow.

In addition to the content offered on beIN's free-to-air channels, subscribers to beIN SPORTS channels will also have access to every single game of the World Cup, with every minute of all 64 matches – together with the best commentators, angles and analysis – broadcast straight to their TVs, mobiles and tablets. This complete package of live coverage will also be complimented by beIN's signature high quality support programming, ensuring that beIN subscribers don't miss a single goal, save or kick of the tournament.

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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](mailto:mediaoffice@bein.net)



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