



beIN SPORTS Extends Broadcast Rights Deal with the EFL

LONDON, PARIS, DOHA, 26 September 2018 – The English Football League (EFL) and beIN MEDIA GROUP have announced a new multi-year media rights agreement that will see beIN SPORTS exclusively broadcast EFL League and Cup matches in 24 countries across the Middle East and North Africa (MENA), as well as Turkey, Australia, New Zealand and France, until the end of the 2021/22 season.

This deal extends the current rights agreement between both parties and will further enhance the EFL's growing international popularity. EFL league matches are currently being broadcast or streamed into over 165 countries with a reach of almost 670 million households across Asia, Africa, the Americas, Europe, the Middle East and Oceania; reinforcing the EFL's reputation as one of the most watched competitions in world football.

Subscribers to beIN SPORTS will be able to watch live matches and highlights programmes across the Championship, League One, League Two and the EFL Cup for the next four seasons. Subscribers will also be able to watch matches across the web, tablet and mobile devices through beIN SPORTS' market leading OTT platform.

Speaking about the new agreement Shaun Harvey, Chief Executive of the EFL, said;

"The extension to our previous relationship which includes new territories, is a very positive development for the EFL and our Clubs. I am delighted we have secured this commitment with beIN MEDIA GROUP through until the end of the 2021/22 season.

"The EFL is developing an increasingly international audience, with Clubs recognised and followed in countries all around the world. As our most prominent overseas partner, beIN MEDIA GROUP is central to increasing our competitions' exposure. beIN offers exceptional coverage across a number of key growth markets and this renewed agreement is a further sign of the trust we place in each other."

Yousef Al-Obaidly, Deputy Chief Executive Officer of beIN MEDIA GROUP, added;

"We are delighted to extend our long-term partnership with the EFL and to continue growing its fan-base in the MENA region and across a number of additional territories. The EFL continues to grow as a global spectacle and the level of fierce competition on offer – broadcast on our state-of-the-art channels and OTT platform and supported by our world class pundits – makes for an exceptional viewing experience. With this agreement complementing our recently announced exclusive rights deal with the Premier League, beIN SPORTS remains the undisputed home of English football for fans in the Middle East and North Africa."

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About beIN MEDIA GROUP

beIN MEDIA GROUP brings an unrivalled array of entertainment, live sport action, and major international events to millions of viewers in MENA, Turkey, France, Spain, the USA, Canada, and the APAC region. beIN MEDIA GROUP'S sports network beIN SPORTS covers the best and most exciting sports in the world including football (all top global leagues and competitions), basketball (NBA and Euroleague), American football (NFL), cricket, rugby, tennis, cycling, volleyball, motor sports, college sports and more. beIN MEDIA GROUP provides subscribers in the MENA region and Turkey a vast portfolio of proprietary and third-party entertainment channels through beIN and Digiturk platforms. Through its iconic MIRAMAX film studio, beIN also holds an extensive library of legendary Hollywood blockbusters and a growing presence in series and movies production.

About EFL

With 72 member clubs across three divisions, the EFL (English Football League) is the world's original league football competition. It is the largest single body of professional clubs in European football and is responsible for administering and regulating the Sky Bet EFL, Carabao Cup and Checktrade Trophy, as well as reserve and youth football. The EFL,

EFL Trust and our member clubs are at the heart of communities across the country, providing shared experiences for all and using the power of sport to improve lives.

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