**SPFL announces new TV deal with beIN SPORTS**

**for Middle East, North Africa, Australia and New Zealand**

October 2

Doha- Qatar

The SPFL has today announced a new broadcast deal with beIN SPORTS covering Australia, New Zealand and 24 countries in the Middle East and North Africa.

Following the termination of the SPFL’s previous overseas broadcast agreement on August 13, the League has moved quickly to agree a new broadcast deal with global broadcaster beIN SPORTS. This agreement will run until June 2020 and includes exclusive broadcasting rights in Australia, New Zealand, Middle East and North Africa.

The new deal covers the following territories:

Australia, New Zealand, Bahrain, Iraq, Iran, Kuwait, Jordan, Lebanon, Mauritania, Oman, Palestine, Qatar, Saudi Arabia, South Sudan, Sudan, Syria, United Arab Emirates, Yemen, Algeria, Chad, Libya, Morocco, Somalia, Tunisia, Egypt and Djibouti.

SPFL Chief Executive Neil Doncaster said: "We are delighted to have agreed a deal with beIN SPORTS for Australia, New Zealand, the Middle East and North Africa. The termination of our previous agreement has opened up the possibility for us to make SPFL football available in new territories around the world, as this agreement with beIN SPORTS demonstrates.”

He added: “Work is continuing to ensure as many fans of Scottish football around the world are able to watch matches from the Ladbrokes Premiership, the Betfred Cup and the IRN-BRU Cup this season.”

Daniel Markham, Executive Director - Sports Content, beIN Sports, added: “We are delighted to have secured the rights for the SPFL over multiple territories. We have managed to quickly agree a new commercial deal, demonstrating the trust that the SPFL places in beIN to deliver a top class viewing experience and help build its fan base globally.

“This announcement follows several other major broadcast rights agreements that we have signed with Europe’s major football leagues in recent months, reaffirming our position as one of the world’s leading sports broadcasters.”

**Ends**

**Notes for editors**

The SPFL previously had a ten-year agreement for overseas broadcast of Ladbrokes SPFL, Betfred Cup and IRN-BRU Cup matches. This was terminated on 13 August 2018.

beIN SPORTS is the flagship sports broadcaster of beIN MEDIA GROUP, one of the world’s leading sports and entertainment groups, which 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. 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.

For more information on **beIN MEDIA GROUP**, please contact: mediaoffice@bein.net

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**About beIN MEDIA GROUP**

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