**beIN Launches New Customer Support on WhatsApp**

***The service is the first of its kind in Qatar aiming to serve beIN viewers across MENA***

**Doha, Qatar – 26 March 2019**: In line with its commitment to provide its fans and viewers the best possible customer service and experience, beIN MEDIA GROUP, the home of sports and entertainment in the Middle East and North Africa (MENA) has launched WhatsApp for business.

The service, which is the first of its kind in Qatar, was launched by beIN to provide its viewers with instant technical support, customer and sales enquiries 24 hours a day, 7 days a week, across 23 countries in MENA.

The WhatsApp service will also allow customers to renew their beIN subscriptions and upgrade their packages, making it easier than ever to enjoy the best of what beIN has to offer. To get in touch with a beIN customer service expert, send a WhatsApp message to the verified number +974 31 100 100.

*Commenting on the launch, beIN MEDIA GROUP’s Regional Sales Manager Hamad Al Jaber said: “We are very excited to be one of the very first companies in MENA to launch the WhatsApp for business service. beIN strives to provide viewers and fans first class customer service and support across the region. With this innovative WhatsApp service, our customers can now renew subscriptions, upgrade packages and ask any question they have 24 hours a day, 7 days a week by contacting one of our customer service experts on WhatsApp.*

With 97 channels hosting world renowned sports and entertainment content, beIN MEDIA GROUP is committed to expand its services and provide the best possible customer experience to its viewers all over the world.

beIN entertains and operates in 43 countries globally, including 24 countries across the MENA region. With broadcast on satellite in 4K and Full HD, the beIN experience is also available on mobile, tablet, computer and other home devices through beIN CONNECT.

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**ABOUT beIN MEDIA GROUP**

**beIN MEDIA GROUP**, chaired by Nasser Al-Khelaifi, is an independent company established in 2014 with a vision to become a leading global sport and entertainment network. Today, beIN distributes an unrivalled array of entertainment, live sport action, and major international events across 5 continents, in 43 countries, and in 7 different languages spanning Europe, North America, Asia, Australia and the Middle East and North Africa (MENA).

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 also 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.

beIN MEDIA GROUP recently launched the first 24-hour 4K channel in the MENA region – beIN 4K – that broadcasts the biggest sports matches and events exclusively in breathtaking 4K quality.

**ABOUT beIN MENA**

**beIN MENA**, an owned subsidiary of beIN MEDIA GROUP with headquarters in Doha, Qatar is a multi-genre platform providing exclusive access to prime sporting competitions including: the Olympic Games, FIFA World Cup, UEFA Champions League, UEFA Europa League, FIFA Confederations Cup, Copa America, Africa Cup of Nations, CAF Champions League, AFC Champions League, AFC Cup, AFC Asian Cup 2019, and domestic football leagues across Europe including The Premier League, LaLiga, Serie A, Ligue 1 and the Bundesliga. beIN’s unrivalled library of exclusive content also includes tennis (Roland-Garros, US Open, Australian Open and Wimbledon), motorsports, cycling (Tour de France), rugby (Six Nations) and NBA, NFL and MLB matches, among others.

beIN MENA also goes beyond sports to offer a complete spectrum of entertainment programming with more than 180 channels available to subscribers including access to blockbuster movies, television series and children’s programming. beIN MENA also offers an extensive movie library through its “video on demand” service.

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