



24th February 2016

Doha – Qatar

beIN and Discovery Sign Long Term Partnership Deal for MENA Region Six High Definition (HD) Discovery Channels being launched will appeal to diverse segments

beIN and Discovery Communications today formalized the commencement of their strategic partnership at an exclusive signing ceremony in Doha attended by Yousef Al-Obaidly, Deputy CEO of the beIN Media Group and JB Perrette, President Discovery Networks International. Six channels will join the beIN line-up, providing new and expanded entertainment choices for the whole family. Fatafeat HD, DTX HD and Animal Planet HD will launch on April 1, while Discovery Kids HD, Dlife HD and DMAX HD will launch later this year.

Commenting on this occasion, Yousef Al-Obaidly said, "Discovery Communications is the leader in global entertainment and beIN is the region's number 1 pay TV platform. So it is natural that both of our companies are now entering into a strategic partnership which will enable beIN to access premium Discovery content and will provide larger market reach in MENA to Discovery. This partnership will further consolidate beIN's position as the premium holistic entertainment platform for the whole family."

JB Perrette was equally enthusiastic about this new relationship, and said, "With an unmatched global reach, universally loved brands and a diversified content portfolio, partnerships such as the one we celebrate today are the perfect opportunity to expand our presence in the important MENA Region, and provide new opportunities for distribution partners like beIN, as well as advertisers, and most importantly, audiences."

Since the launch of its entertainment portfolio in November 2015, beIN has regularly been attracting leading global content partners to its pay-TV platform. Various free-to-air popular TV channels are only available now through beIN. beIN's proposition is complemented by new high-quality beIN-branded movies channels being launched regularly. beIN is expecting to make significant inroads into the MENA market in 2016 on the back of its aggressive investment into content, technology, customer service and marketing.

beIN is focused on positioning itself as a pay-TV brand that fulfills needs of the whole family. With its comprehensive portfolio of premium sports, blockbuster movies, thrilling entertainment, amazing factual and kids entertainment, beIN is geared up to be the only choice for TV entertainment enthusiasts in MENA.



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About beIN Media Group

beIN is a leading global network broadcasting in the Middle East and North Africa (in 24 countries), France, USA, Canada, Indonesia, the Philippines, Hong Kong, Taiwan and Australia.

beIN is a multi-sports & Entertainment channels platform providing exclusive access to prime sporting competitions including: 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; CAN, AFC Champions League and AFC Asian Cup. Across the world's other most popular sports, tennis (including French Open, US Open), basketball (NBA), motorsports (MotoGP, Dakar Rally, NASCAR), cycling (Tour de France), rugby (Six Nations) and many more including handball (Qatar 2015) and gymnastics.

beIN offers complete spectrum of entertainment including blockbuster movies from around the world, stunning local and global entertainment besides best in class sports events all delivered through state of art technology. Through beIN SPORTS CONNECT beIN DTH subscribers as well as non-subscribers can access content anytime anywhere.

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