



Press Release

CBeebies to launch in the Middle East & North Africa Award-winning pre-school brand available exclusively on beIN from April 01, 2016

16 March 2016: BBC Worldwide today announced that **CBeebies** will launch as a linear channel in the Middle East & North Africa on 1 April 2016 to subscribers of beIN DTH service. This is the first time CBeebies has entered the MENA market as a full channel and will be available exclusively on beIN.

CBeebies is a safe haven for pre-schoolers to learn through play and explore and enjoy the world around them. The channel is already giving children from two to six, together with their parents and carers entertaining, interactive and educational programming in over 78 territories globally. Lighting up little learners with nourishing content, CBeebies is also the first TV channel to be recognised by the Mexican Paediatric Association for its role in children's education and development.

Natasha Hussain, Vice President and General Manager for Middle East & Mediterranean Region, BBC Worldwide said: "CBeebies is the number one channel for pre-schoolers in the UK, and that success has spread internationally– from Australia to South Africa. We have a fantastic line-up of brand new programmes for viewers in the Middle East & North Africa region which we know will entertain and educate local pre-schoolers in equal measure."

Yousef Al-Obaidly, Deputy CEO beIN MEDIA GROUP said "beIN is focused on providing wide range of exclusive and premium content for children. This is in line with our vision of catering to the needs of whole family. Our partnership with BBC enhances our kids entertainment portfolio even further. I am sure that CBeebies content will be consumed by our subscribers throughout the region."

CBeebies is a 24-hour channel and will be available in original English audio. It will be available on the beIN platform channel number 134.

Bringing its schedule of award-winning and internationally renowned pre-school programming to the Middle East & North Africa region for the first time, **CBeebies** introduces the following key titles:

Go Jettors: An original commission for the international **CBeebies** network, this beautifully crafted animation series is packed with comedy, teamwork, action, awesome sights and fantastic facts about well-



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known landmarks. **Go Jettors** follows the adventures of four plucky heroes, Xuli, Kyan, Lars and Foz, as they travel the world with their teacher, mentor and friend, Ubercorn, a funky disco-grooving unicorn. Aimed at the upper-end of preschool ages 4-6, **Go Jettors** incorporates music, cool gadgets and disco-dancing to fire up the imagination, and develop learnings about people, places and environments.

Hey Duggee: A colourful and entertaining animated series aimed at 2-5 year olds where Duggee, a big lovable dog, runs a club for pre-schoolers that inspires children to have fun and be energetic. Each episode starts with Duggee welcoming the Squirrels, a bunch of curious little characters who are dropped off at the club by their parents. That marks the start of laughter and learning as they discover new things about the world around them, all under the patient guidance of Duggee.

Sarah and Duck Series 2: The BAFTA award-winning, 2D animated, pre-school series shown in over 90 territories follows the curious adventures of seven year old Sarah and her loud, quacky friend Duck, as they explore the world around them in unexpected ways. From trying to reach a rainbow, pretending to be a penguin, or helping an umbrella to stay dry, the pair are helped along by The Narrator, who joins in the adventures, offering helpful suggestions and making sure they don't go too far astray.

Clangers: A contemporary version of the British classic animated television show narrated by award-winning actor, writer, presenter and comedian **Michael Palin**. **The Clangers** are a family of pink, long-nosed, inventive and loveable mouse-shaped creatures who live on a small blue planet, out in the starry stretches of space, not far from Earth. Kind and generous creatures, they communicate with distinctive whistles and a narrator comments on the thrilling and often hilarious events which occur in every episode. The cast of characters consists of Major, Mother, Small (a boy), Tiny (a girl) and Granny. These and many other peculiar creatures, create a warm and harmonious world of fun, imagination, exploration and invention

Katie Morag Series 2: The enchanting BAFTA-winning series following the adventures of Katie Morag, a small and feisty red-headed girl who lives with her family on a beautiful Scottish island. Based on the best-selling series of books by **Mairi Hedderwick**, this warm and funny live action series captures island life for the well-meaning Katie Morag, who's always full of brilliant ideas which don't always work out quite as planned. Her parents run the post office, she's got a little brother who often annoys her, has two grannies who couldn't be more different from each other and lives among a varied mix of village characters who all look out for her on her adventures.

CBeebies is also available in Australia, Asia (Singapore, Hong Kong, Indonesia, Korea, Philippines, Thailand, Malaysia, Mongolia, Myanmar), Mexico, Latin America, Poland, and South Africa.

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About BBC Worldwide

BBC Worldwide is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). Its vision is to build the BBC's brands, audiences, commercial returns and reputation across the world. This is achieved through investing in, commercialising and showcasing content from the BBC around the world, in a way that is consistent with BBC standards and values. The business also champions British creativity globally.

In 2014/15, BBC Worldwide generated headline profits of £138.6m and headline sales of £1,001.8m and returned a record £226.5m to the BBC. For more detailed performance information please see our Annual Review website:

<http://www.bbcworldwide.com/annualreview>

bbcworldwide.com

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About beIN

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-genre 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. Among 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 are also broadcast by beIN.

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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