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Press Release

Doha – Qatar

beIN first to premier 360 degrees videos in MENA

Fans can immerse themselves in the 360 degrees experience

beIN MEDIA GROUP has officially begun publishing videos in support with 360 degrees video format. Fans can now enjoy a stadium-like-experience, maneuvering in every direction to be part of the stadium, from anywhere they may be! beIN MEDIA GROUP brings the fans closer than ever to the action.

beIN has had a long history of innovation, providing its subscribers, an enriched TV viewing experience. beIN launched XTRA LIVE in 2015 to give fans the capability to experience a match from various angles. All of these initiatives are aimed at achieving complete customer satisfaction and raising the bar of sports events coverage and production in MENA region.

Commenting on this new initiative, Olivier Dufour, beIN Director of Digital mentioned, “Our customers in MENA are extremely passionate about sports. Their expectations from beIN are extremely high. As a company we want to ensure that we stay ahead of the curve by constantly innovating. Launch of 360 degree videos is another step towards ensuring that beIN is the best sports platform in the region”.

Fans can experience beINs’ latest video technology on bein.net/bein360. Moving forward the company plans to regularly add new 360 degree videos to its coverage.

****End****

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.

For further information about beIN, please contact

Hanan Al-Muhannadi

Phone Number: +974 44577419

Email: mediaoffice@beinsports.net



Telephone هاتف
+974 44577777

Fax فاكس
+974 44577544

P.O. BOX 23231
DOHA - QATAR

صندوق البريد
الدوحة - قطر

Web الموقع الإلكتروني
www.beinsports.net