



Press Release

## beIN and Scripps Networks Interactive Join Hands To Launch Two Channels In MENA

*Home & Garden TV (HGTV) will launch for the first time in the region and Travel Channel Expand Regional Distribution*

**DOHA – (July 27, 2016):** beIN and Scripps Networks Interactive today announced that HGTV and Travel Channel will launch on beIN network. HGTV launch is an important milestone for both companies as this popular brand has not been previously available in the MENA region.

Travel Channel, the world's leading travel media brand, will expand distribution in the region as it is made available on beIN network from August 01, 2016. Travel Channel entices viewers with aspirational content like the hit global series *House Hunters International*, *Delicious Destinations* and *Expedition Unknown*.

Leading U.S. home and lifestyle brand HGTV will launch for the first time in in the Middle East and North Africa (MENA) this autumn. The network, dedicated exclusively to creating the best in home improvement, DIY, design, real estate and landscaping content, will launch on beIN on November 02, 2016.

"HGTV is a journey of transformation for your home and how you live. When you are looking for inspiration it is the premiere destination for home improvement, DIY, design, real estate and landscaping content," said Phillip Luff, Managing Director, UK & EMEA, Scripps Networks Interactive. "Since its launch in 1994, HGTV has established itself as a top 10 network in all of cable in the U.S. We are thrilled to bring HGTV's high quality content to audiences in the Middle East and North Africa in partnership with beIN."

HGTV viewers can expect to enjoy hundreds of hours of quality programming from new commissions, including *Listed Sisters* and *Tiny House Hunters*, to new seasons of top-rated renovation and real estate series including *Property Brothers* and *Love it or List it*. Key titles will be subtitled in Arabic at launch, with all programmes subtitled within a year.

HGTV is the leading global home and lifestyle channel and is the premier source for home-related inspiration, instruction and entertainment. HGTV originally launched in 1994 in the



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United States and now reaches more than 100 million households in nearly 40 countries and territories across the United States, Canada, the Caribbean, Asia, Australia and New Zealand.

Yousef Al Obaidly, Deputy CEO of beIN MEDIA GROUP was excited by this development and said, "Scripps Networks is well known globally for its premium quality factual programming. Their ability to produce and package content that is extremely relevant for discerning high net worth individuals and families is well recognized. I am pleased that through this partnership, beIN is able to bring two great channels to our viewers."

Scripps Networks is the leading provider of lifestyle content across the globe, producing more than 2,500 new hours of original programming each year. Scripps Networks' global lifestyle media portfolio includes popular brands Food Network, Cooking Channel, Asian Food Channel, HGTV,

DIY Network, Fine Living Network, Travel Channel and Great American Country, reaching audiences in more than 175 countries and territories around the world.

beIN launched its portfolio of entertainment channels in November 2015. Since then the company has consistently attracted premium content partners as well as launching beIN owned channels. beIN has around 70 multi-genre channels, suitable for the whole family. beIN aims to continue expanding its content offering through 2016.

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**About Scripps Network Interactive:**

[Scripps Networks Interactive](http://scrippsnetworks.com) (Nasdaq: SNI) is one of the leading developers of engaging lifestyle content in the home, food and travel categories for television, the Internet and emerging platforms. The company's lifestyle media portfolio comprises popular television and Internet brands HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel and Great





American Country, which collectively engage more than 190 million U.S. consumers each month. International operations include [TVN](#), Poland's premier multi-platform media company; [UKTV](#), an independent commercial joint venture with BBC Worldwide; [Asian Food Channel](#), the first pan-regional TV food network in Asia; and lifestyle channel [Fine Living](#). The company's global networks and websites reach millions of consumers across North and South America, Asia, Europe, the Middle East and Africa. Scripps Networks Interactive is headquartered in Knoxville, Tenn. For more information, please visit [scrippsnetworksinteractive.com](http://scrippsnetworksinteractive.com).

## **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, Germany'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 a 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 the art technology. Through beIN SPORTS CONNECT beIN DTH subscribers, as well as non-subscribers, can access content anytime anywhere.

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