



## For the First Time in MENA DreamWorks channel in Arabic Exclusively on beIN

*DreamWorks Channel Will Feature Exclusive Around-the-Clock DreamWorks Animation Content*

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**GLENDALE, CA and DOHA, QATAR– 28, July 2016** – beIN Network announced today its partnership with DreamWorks Animation, a very well-known cartoon production network in the world. DreamWorks channel will join the beIN package and it will be launched in the Middle East and North Africa.

The 24-hour channel will be launched on August 1 2016 exclusively in Arabic. Viewers may also watch the channel in English. This channel is a great enhancement to beIN entertainment packages and it will boost its current position as a leading media group in the region for sports, entertainment and children.

The new channel will help expand DreamWorks outside the Asia Pacific region in which it was launched on July 2015 for the first time.

The initial programming line-up will include DreamWork’s signature series *Dragons: Race to the Edge*, from the critically acclaimed *How to Train Your Dragon* franchise, and *Dinotrux*, DreamWork’s first original series that welcomes viewers to a world of giant creatures that are half dinosaur, half construction vehicle and all awesome! Additional series that will launch on the new channel include familiar characters from the beloved DreamWork feature series including award-winning *All Hail King Julien*, *The Adventures of Puss in Boots*, and *Dawn of the Croods*. The channel will also present a daily morning preschool block, featuring such favorites as *Guess with Jess*, *Roary the Racing Car* and *Little Red Tractor*.

Yousef Mohammed Al-Obaidly, Executive Vice President of beIN MEDIA Group said “DreamWorks will be launched for the first time in the Middle East and North Africa” and added

“We are glad to cooperate with DreamWorks and support in spreading the content of this channel in the Middle East and North Africa for the first time in Arabic to our subscribers and exclusively on beIN bouquets. We seek to meet the needs of our large audience of children in the region and our goal is to provide educational and entertaining services to children and families through our designated channels. We are preparing for more partnership with the DreamWorks”

"DreamWorks Animation is pleased to join beIN Media Group," said Eric Ellenbogen, Co-Head, International TV for DreamWorks Animation. "beIN Media Group is bringing many of our popular original series together in one amazing place for families in the Middle East and North Africa region to enjoy whenever they want."

##End##

### **About DreamWorks Animation**

DreamWorks Animation (Nasdaq: DWA) is a global family entertainment company with business interests that span feature film and television production; licensing and consumer products; location-based entertainment; and new media properties, including the Company's controlling interest in AwesomenessTV. The Company's feature film heritage includes many of the world's most-beloved characters and franchises, including Shrek, Madagascar, Kung Fu Panda and How to Train Your Dragon, while its 32 feature film releases have amassed more than \$13 billion in global box office receipts. DWA's television business has quickly become one of the world's leading suppliers of high-quality family programming, reaching consumers on linear and on-demand platforms in more than 130 countries and winning a total of 30 Emmy™ Awards to date. The Company's deep portfolio of intellectual property is supported by a robust, worldwide consumer products practice, which includes licensing, and location-based entertainment venues around the world. The Company is also the majority owner of AwesomenessTV, a leading video destination for Generation Z and Millennial audiences, and also owns 45% of Oriental DreamWorks, a world-class animation studio in China that produces family entertainment for both Chinese and global audiences.

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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, 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.

**beIN** also includes Baraem and Jeem channels, which provide safe and inspiring entertainment and learning content for children. The two channels provide learning content, exclusive programs and cartoon shows. beIN also launched beJunior channel as well as many international children channels such as CBeeBies, Cartoon Network Arabic, English and Indian, Jim Jam and many other children and family channels.

### **For further information about beIN, please contact**

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