

beIN and Etisalat sign two-year deal to provide 2018 FIFA World Cup Russia™ to its Customers in UAE

Etisalat Home customers will be able to watch the world's biggest sports event on four dedicated beIN SPORTS channels live and in Ultra HD for the first time

Dubai, UAE, 4 June 2018: Football fans in UAE will not want to miss out on the latest FIFA World Cup Russia 2018™ offer from eLife as beIN MEDIA GROUP and Etisalat reached an agreement to broadcast the FIFA World Cup Russia 2018™ event on eLife platform. beIN exclusively holds the rights to the FIFA World Cup in the MENA region and the new two-year agreement with Etisalat grants eLife the rights to rebroadcast all four beIN SPORTS MAX HD channels, as well as the beIN 4K channel, to its entire IPTV customer in UAE. Customers who wish to subscribe for the standalone package for the duration of the FIFA World Cup Russia 2018™ may do so at a cost of AED555. In addition, beIN is proud to offer for the first time in the UAE access to the FIFA World Cup in ultra-high definition at a cost of AED38.

Tom Keaveny, Managing Director of beIN MENA, said “We are thrilled to extend our long-term relationship with Etisalat to provide viewers with access to the beIN FIFA World Cup. Viewers will have access to all 64 matches across four dedicated channels, bringing the best action in the world straight to their TVs, mobiles and tablets. This two-year deal kicks off a hugely exciting period for sports fans around the world and we’re delighted to be at the center of the action.”