



beIN SPORTS showcases 2018 FIFA World Cup™ Winners Trophy as part of countdown to 2022 FIFA World Cup Qatar™

Doha, Qatar, 21 November 2018: To mark the countdown for the 2022 FIFA World Cup Qatar™, beIN hosted a special day on November the 21st with special programs, exclusive interviews and a visit from the world's most coveted trophy, the 2018 FIFA World Cup™ Winners Trophy.

The FIFA World Cup™ Winners Trophy, which was presented to the French National Football team at the 2018 FIFA World Cup Russia™, was first unveiled at the 1974 FIFA World Cup Germany™.

Viewers from around the world tuned in to beIN SPORTS HD1 and its free to air channel as it dedicated 24 hours of nonstop exclusive reports, FIFA documentaries, stadium site visits and interviews across their English and Arabic Channels, their dedicated 4K channel and their social media platforms.

“Arabs in World Cup”, a documentary on legendary Arab football players who competed in the competition, was broadcasted along with FIFA films that included FIFA World Cup™ matches from 1978 to 2018.

The Morning Show was also broadcasted live and exclusive from Doha, featuring exclusive interviews and coverage from Hamad International Airport, Qatar Rail and the state-of-the-art FIFA World Cup™ stadiums including the revamped and ultra-modern Khalifa International Stadium, to give viewers a glimpse into what to expect as the 2022 FIFA World Cup Qatar™ draws closer and closer.

“Qatar 2022: The Countdown is On” show was broadcasted on all the beIN SPORTS channels and featured the 2018 FIFA World Cup™ Winners Trophy as well as guests such as H.E Mr. Hassan Al Thawadi, the Secretary General for the Supreme Committee for Delivery and Legacy who updated viewers on the latest developments on Qatar's preparation for the big event.

Several beIN star presenters and guests including 2010 FIFA World Cup™ winner and Barcelona legend Xavi Hernandez, 2010 FIFA World Cup™ runner up and Dutch legend Wesley Sneijder, celebrated manager Arsene Wenger and others shared their insights on some of the most memorable FIFA World Cup™ matches in recent history.

A documentary on Qatar 2022 was also broadcasted on beIN's free to air channel which hosted beIN stars Ayman Jadah, Yousef Seif, Hisham Al Khalsi, and Hafid Derradji who discussed their memorable experiences covering previous FIFA World Cups.



beIN is the official broadcaster for the 2022 FIFA World Cup Qatar™ and the 2026 FIFA World Cup™ in the Middle East and North Africa (MENA), having started its journey as the official broadcaster since the 2010 FIFA World Cup™.

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ABOUT beIN MEDIA GROUP

beIN MEDIA GROUP, chaired by Nasser Al-Khelaifi, is an independent company established in 2014 with a vision to become a leading global sport and entertainment network. Today, beIN distributes an unrivalled array of entertainment, live sport action, and major international events across 5 continents, in 43 countries, and in 7 different languages spanning Europe, North America, Asia, Australia and the Middle East and North Africa (MENA).

beIN MEDIA GROUP'S sports network beIN SPORTS covers the best and most exciting sports in the world including football (all top global leagues and competitions), basketball (NBA and Euroleague), American football (NFL), cricket, rugby, tennis, cycling, volleyball, motor sports, college sports and more. beIN MEDIA GROUP also provides subscribers in the MENA region and Turkey a vast portfolio of proprietary and third-party entertainment channels through beIN and Digiturk platforms. Through its iconic MIRAMAX film studio, beIN also holds an extensive library of legendary Hollywood blockbusters and a growing presence in series and movies production.

beIN MEDIA GROUP recently launched the first 24-hour 4K channel in the MENA region – beIN 4K – that broadcasts the biggest sports matches and events exclusively in breath-taking 4K quality.

ABOUT beIN MENA

beIN MENA, an owned subsidiary of beIN MEDIA GROUP with headquarters in Doha, Qatar is a multi-genre platform providing exclusive access to prime sporting competitions including: the Olympic Games, FIFA World Cup, UEFA Champions League, UEFA Europa League, FIFA Confederations Cup, Copa America, Africa Cup of Nations, CAF Champions League, AFC Champions League, AFC Cup, AFC Asian Cup 2019, and domestic football leagues across Europe including The Premier League, LaLiga, Serie A, Ligue 1 and the Bundesliga. beIN's unrivalled library of exclusive content also includes tennis (Roland-Garros, US Open, Australian Open and Wimbledon), motorsports (Formula 1, Dakar Rally, NASCAR), cycling (Tour de France), rugby (Six Nations) and NBA, NFL and MLB matches, among others.

beIN MENA also goes beyond sports to offer a complete spectrum of entertainment programming with more than 180 channels available to subscribers including access to blockbuster movies, television series and children's programming. beIN MENA also offers an extensive movie library through its "video on demand" service.

For more information on **beIN MEDIA GROUP**, please contact: mediaoffice@bein.net