*for immediate release*

**beIN puts subscribers first with incredible range of entertainment upgrades and additional services, keeping consumers inspired and connected during coronavirus crisis**

*beIN also supporting various WHO initiatives to share advice on staying safe*

**DOHA – 1 April 2020** – In a gesture aimed to bring a little joy and inspiration to households across the Middle East & North Africa (MENA), beIN today announced a remarkable array of entertainment upgrades and additional services to current and new subscribers, as families across the region adjust to life at home for the foreseeable future.

beIN’s range of upgrades, credits and added value for its subscribers have beIN’s world-leading entertainment content – including some of the world’s greatest studios and networks – at their heart. As of today, automatically the following will be applied and added to existing beIN subscribers’ accounts in MENA without any additional charges:

* All “Sports” package subscribers will be given a complementary upgrade to beIN’s “Premium” package, which includes access to beIN’s Entertainment content, until   
  June 30th, 2020. This upgrade also gives Sports subscribers access to   
  beIN CONNECT – beIN’s market-leading streaming service – together with a $8 credit per month on beIN ON-DEMAND.
* All “Premium” and “Elite” subscribers, who already have access to beIN Entertainment, will receive a $50 one-off credit to spend on their favourite movies and programmes on   
  beIN ON-DEMAND.
* All new beIN subscribers on satellite will be offered free home delivery service (wherever available), while having access to the above offers.
* All new beIN CONNECT subscribers will be given two months’ subscription complementary.

beIN’s entertainment portfolio spans movies, series, lifestyle, kids and many other genres; and includes some of the world’s greatest studios and networks such as Warner Bros., Disney, Sony, Paramount, CBS and MIRAMAX. Last week beIN announced similar entertainment upgrades for its Digiturk subscribers in Turkey, where families are also being asked to stay indoors and isolate.

While live sport is temporarily on hold, beIN continues to exclusively broadcast some of the most memorable sports matches of recent times on a daily basis. beIN SPORTS has the largest portfolio of sports rights of any global broadcaster, and will continue to broadcast original sports programming and thrilling historic content over the next few weeks. All beIN SPORTS channels from HD1 to HD13 will be showing the best matches from the world of sport, including FIFA World Cups, AFCON tournaments, English Premier League, LaLiga, and Ligue 1, as well as the NBA, Tennis Grand Slams, and others. In addition, beIN has innovatively put subscribers in control, with fans voting on which football matches are shown from a shortlist curated by beIN stars.

In tandem to these commercial offerings where beIN is prioritising people before profit, beIN’s management team have held meetings with the World Health Organization (WHO) and agreed to help share the WHO’s guidance and advice across its Group network spanning 43 countries worldwide.

Commenting on the announcement, **Yousef Al-Obaidly, CEO of beIN MEDIA GROUP** said,

“*At this incredibly challenging time, we know people and families across the MENA region are looking for inspiration, light relief and something positive to keep them going. These are unprecedented times and this is an unprecedented set of upgrades and additional services for our valued subscribers.*

*Our entertainment portfolio is one of the best in the world so we are opening this up for our subscribers to enjoy and escape from the challenges outside – while bringing families in their homes closer together inside.*

*And, as a global broadcaster we also recognise our responsibility to share messages of guidance surrounding the pandemic and bring messages of hope – which is why we’re proud to be helping the World Health Organization with various important and inspiring initiatives. While times are currently very tough for everyone, we want to play our small part in supporting everyone’s efforts in MENA to stay safe at home, and lift everyone’s spirits at the same time.”*

**-END-**

**beIN MEDIA GROUP** is a leading independent global media group and one of the foremost sports & entertainment networks in the world. The group distributes and produces an unrivalled array of entertainment, live sport and major international events across 5 continents, 43 countries and in 9 different languages spanning Europe, North America, Asia, Australasia and the Middle East & North Africa (MENA).

beIN MEDIA GROUP’s flagship sports network, **beIN SPORTS**, holds the single largest portfolio of sports rights of any global broadcaster; and through its iconic **MIRAMAX** film studio, beIN holds an extensive library of Hollywood blockbusters while having a growing presence in series and movies production and distribution, as well as in the digital space. beIN MEDIA GROUP acquired **Digiturk**, the leading pay-tv operator in Turkey, in August 2016; and now has over 55 million subscribers worldwide.

For more information on beIN MEDIA GROUP, please contact: [mediaoffice@bein.net](mailto:mediaoffice@bein.net).