

## beIN SPORTS Secures World Athletics Rights in MENA

*The partnership agreement gives beIN SPORTS exclusive broadcasting rights for two years, with the first event taking place in Oman this weekend*

**Doha, 03 March 2022** – beIN MEDIA GROUP (“beIN”) and World Athletics have agreed an exciting new deal for the broadcast of all World Athletics events, including the 2022 and 2023 World Athletics Championships in Oregon and Budapest respectively, across 24 countries in the Middle East and North Africa (MENA) in a 2-year deal.

The World Athletics Championships Oregon22 get under way on July 15 and it’s one of five events being broadcast on beIN SPORTS this year. Athletics fans won’t have to wait long for the first event of the agreement, with the World Athletics Race Walking Team Championships taking place in Muscat, Oman on March 4 and 5.

beIN SPORTS will broadcast coverage in Arabic and English with highlights and clips available on beINSPORTS.com and on beIN’s social media channels.

**Mohammad Al-Subaie, CEO of beIN MENA,** said: *“We are delighted to welcome back World Athletics coverage to beIN SPORTS’. It’s another fantastic addition to our wide ranging and exciting broadcast rights portfolio in MENA. At beIN, we are always looking at ways in which we can deliver sports entertainment to the full spectrum of diverse fans across the MENA region and World Athletics adds another string to the bow of our world class offering to subscribers.”*

**Sebastian Coe, World Athletics President** said: *“It’s exciting for us to reach a ground-breaking agreement with beIN Sports that will provide unprecedented coverage of our World Athletics Series events across the Middle East and North Africa over the next two years when we have ten major events in the schedule, including two World Athletics Championships. This will provide a feast of top-class athletics for beIN’s subscribers, across both linear and digital platforms, starting this week with the Race Walking Team Championships in Muscat. We’re confident that having our sport shown by the biggest broadcaster in the MENA region will boost our fanbase in this fast-developing part of the world.”*

A full breakdown of events to be broadcast by beIN SPORTS following the deal can be found here:

2022		
World Athletics Race Walking Team Championships	Muscat, OMA	4-5 March
World Athletics Indoor Championships	Belgrade, SRB	18-20 March
World Athletics Championships	Oregon, USA	15-24 July
World Athletics U20 Championships	Cali, COL	1-6 August
World Athletics Half Marathon Championships	Yangzhou, CHN	13 November
2023		
World Athletics Cross Country Championships	Bathurst, AUS	18 February
World Athletics Indoor Championships	Nanjing, CHN	17-19 March
World Athletics Relays	Guangzhou, CHN	13-14 May

World Athletics Championships	Budapest, HUN	19-27 August
World Athletics Road Running Championships	Riga, LAT	30 September - 1 October

beIN SPORTS is the home of live sport in MENA, broadcasting thousands of hours of premium sport every week. This includes men's and women's UEFA club competitions, top leagues including the Premier League, LaLiga and Ligue 1, every tennis Grand Slam, the NBA, the summer and winter Olympic Games, and of course later this year beIN SPORTS will broadcast the FIFA World Cup Qatar 2022 in MENA and France.

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#### **About beIN MEDIA GROUP**

**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.com](mailto:mediaoffice@bein.com)