



A leading independent global media group and one of the foremost sports and entertainment networks in the world.

WELCOME

to beIN MEDIA GROUP

Dear partners and industry colleagues,

In 2014, with the incorporation of beIN MEDIA GROUP, we set off on a journey to become one of the leading sports, entertainment, and media groups in the world. From our beginnings in the Middle East and North Africa (MENA) in 2003 as Al Jazeera Sports, we now operate in more than 40 countries across five continents, in nine languages, providing our millions of viewers with premium sports and entertainment content.

Sports has long been our flagship, and we can proudly say that we now hold the best portfolio of sports rights worldwide. Through our premium flagship beIN SPORTS channels, we have consistently redefined viewing experiences, delivering unparalleled access to major events such as the FIFA World Cup, Africa Cup of Nations, Olympic Games and UEFA EUROS, as well as season-long coverage of the most popular sporting events in the world such as Formula 1, UEFA Champions League, English Premier League, LaLiga, Ligue 1, Wimbledon, ATP tournaments, Premier Padel, the NBA, and so much more.

Our broadcast media rights deals, many of which are exclusive and span markets across the MENA region, France, Türkiye, Asia-Pacific, North America and elsewhere, are testament to our commitment to deliver growth as one of the leading sports, entertainment, and media groups in the world. They not only highlight our commitment to quality and innovation, but also demonstrate our strong relationships with global sports organisations, reinforcing our leadership position in providing top-tier sports content across the globe.

Yet our growth strategy goes beyond sports.

Our commitment to bringing the best-in-class entertainment to our audiences is continuously demonstrated through numerous strategic partnerships with industry leaders, providing us with exclusive access to premium entertainment content; through MIRAMAX, a beIN MEDIA GROUP and Paramount company; and through our innovative TOD STUDIOS, which continues to produce exclusive top-tier original content.

As we look to the future, we will continue to inspire, educate, entertain, and connect people. We will remain leaders in protecting the intellectual property of our industry; and supporting causes that need our help, through our important CSR initiatives. And, of course, by leveraging cutting-edge technology, strengthening key partnerships, and building relationships within the global media industry, we will continue to bring our audiences closer to the action and deliver unrivalled viewing experiences.

Sincerely,

Yousef Al-Obaidly
Group CEO, beIN MEDIA GROUP



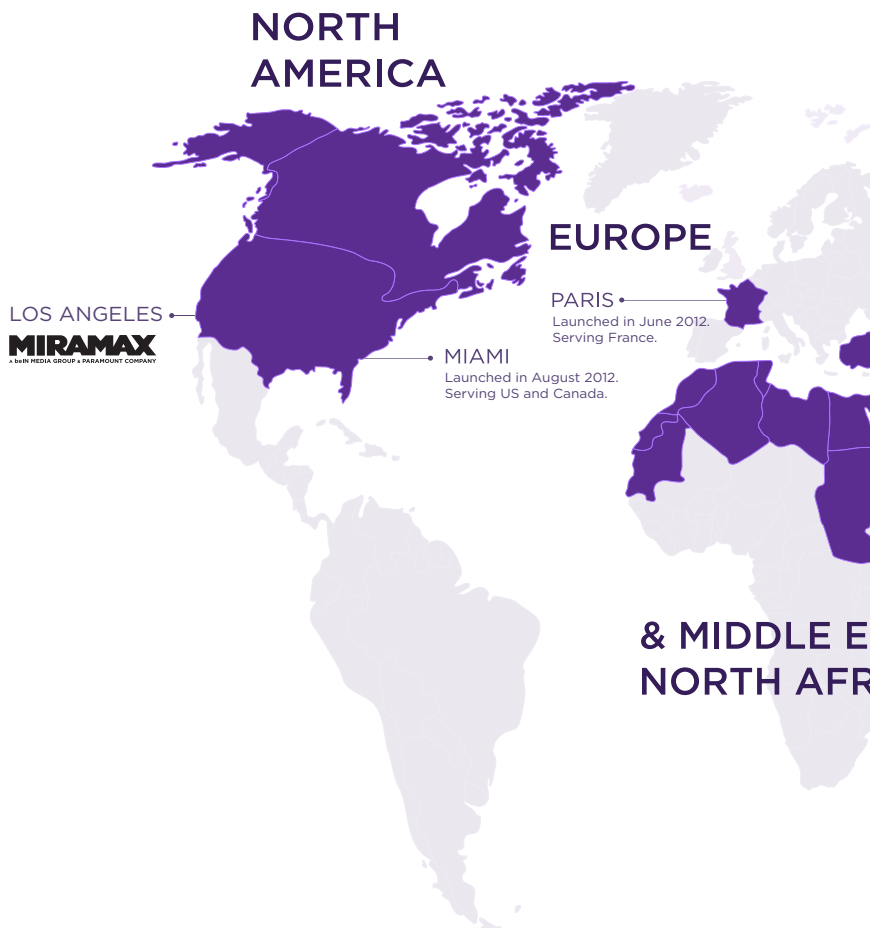
Yousef Al-Obaidly
Group Chief Executive Officer

WHERE WE ARE

GLOBAL
PRESENCE

ESTABLISHED
IN **2014**

7 OPERATING
COMPANIES



40

COUNTRIES

5

CONTINENTS

+2800

EMPLOYEES



TÜRKİYE
Digitürk
SAVA MEDIA GROUP

ASIA

• SINGAPORE

Launched in July 2013.
Serving Singapore, Malaysia,
Brunei, Thailand, Laos,
Cambodia, Indonesia, Timor
Leste, Philippines, Hong Kong

DOHA

Launched in November 2003.
Serving Algeria, Bahrain, Chad,
Djibouti, Egypt, Iran, Iraq, Jordan,
Kuwait, Lebanon, Libya,
Mauritania, Morocco, Oman,
Palestine, Qatar, Saudi Arabia,
Somalia, South Sudan, Sudan,
Syria, Tunisia, UAE, Yemen.

AST
RICA

AUSTRALIA

• SYDNEY

Launched in November 2014.
Serving Australia and
New Zealand

OUR VISION

To be a leading global media company showcasing the world's most inspiring sports, entertainment and original content – delivered in the most innovative ways – to our customers of all cultures & backgrounds around the world.

OUR VALUES

1- INSPIRATION

beIN was created to inspire. We seek to inspire millions of people to pursue their dreams; to play sport, to entertain and be entertained; and play a positive role in society.

2- INNOVATION

Our Group is founded on the latest technology, pioneering advancements and original ideas. Through innovation, we thrill customers, we create compelling content, and we safeguard the industry.

3- COLLABORATION

beIN is a global family. We believe that a strong team creates the very best results. By connecting with each other, beIN connects the world.

4- STORYTELLING

At its heart, beIN brings multi-cultural stories to life. We share these diverse stories across the world: bringing Qatar to the world, and the world to Qatar – like no other broadcaster on the planet.

5- INCLUSIVITY

We transport everyone on the journey together, no matter your background, interest, culture or language. beONE is our way of working, and also our message to the world.

SPORTS DIVISION: PIONEERS IN SPORTS BROADCASTING

beIN MEDIA GROUP has one of the largest portfolios of sports rights of any global broadcaster.

+40

Core Premium
Sports Rights

+100

Cumulative Global
Sports Rights

+65

beIN SPORTS
Channels

+45k

Hours Sports
Broadcast









tssson
.sport

UNRIVALLED TALENT

COMBINING THE BEST OF GLOBAL

ARSENE WENGER

Former Manager of Arsenal &
UEFA Champions League Finalist

NIGEL DE JONG

Premier League Winner

RUUD GULLIT

2-time European Cup & Euro 88
Winner

JOE HART

2-time EFL Cup Winner

JOE COLE

FA Cup Winner

MIKEL JOHN OBI

2-time UEFA Champions League
Winner

MARCEL DESAILLY

World Cup and
European
Championship
Winner



RICARDO KAKA

2002 FIFA World
Cup Winner &
2007 Ballon d'Or
Winner



& REGIONAL PUNDITS

HATEM AL TRABELSI

2004 AFCON Winner (Tunisia), 2002
& 2006 World Cup Finals

YOUSSEF CHIPPO

62 International Caps (Morocco)
Played in Premier League

TARAK DHIAB

Tunisian Player of The Century, 1978
World Cup Finals

TARIQ AL-JALAHMA

Former Kuwaiti National Football
Team Player

RAFIK SAIFI

UEFA Intertoto Cup Winner

YASSER AL-QAHTANI

2005 AFC Asian
Cup Winner,
2006 FIFA World
Cup Finals



MOHAMED ABOUTRIKA

2006 & 2008
AFCON Winner,
100 International
Caps



ENTERTAINMENT DIVISION:

WORLD CLASS ENTERTAINMENT

beIN MEDIA GROUP's entertainment division delivers a diverse portfolio of captivating content that resonates with audiences across the globe.



MIDDLE EAST & NORTH AFRICA

beIN's own entertainment channels showcase a rich selection of bi-lingual blockbuster movies, engaging series, and family-friendly programming.

We also provide exclusive access to premium content and a diverse array of 40+ channels through our strategic partnerships with industry leaders, including Discovery Channel, Paramount, Sony, and Warner Bros. Pictures.



TÜRKİYE

Digiturk, a leading Pay TV operator in Turkey owned by beIN MEDIA GROUP, delivers a premium entertainment experience to approximately 3.5 million subscribers across 258 channels.

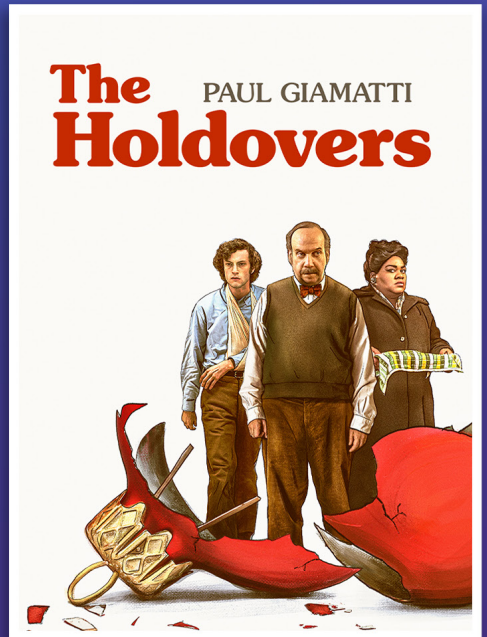
Renowned for its innovative features, such as multiple language subtitles and advanced broadcasting technologies, Digiturk showcases top-tier movies and series from major studios like The Walt Disney Company, CBS Paramount, and WarnerMedia (HBO).

Catering to diverse viewing preferences, the platform includes popular channels like CNN International, BBC, and Nickelodeon, making it a cornerstone of entertainment for Turkish audiences at home and abroad.





MIRAMAX, a beIN MEDIA GROUP and Paramount company, is a global film and television studio renowned for its award-winning original films. Recent successes include the 2024 BAFTA and Golden Globes winner *The Holdovers*, three Primetime Emmy Award 2024 nominee, *The Gentlemen*, 2023 Hollywood blockbuster *Operation Fortune*, Netflix hit *He's All That*, the 2021 global blockbuster *Halloween Kills* and Hulu's *Mother/Android*.



With a rich library of over 700 titles and 278 Academy Award nominations, including 68 Oscars®, MIRAMAX continues to shape the independent cinema landscape, delivering compelling storytelling that resonates with audiences worldwide.



**EXPERIENCE
THE FUTURE
OF
ENTERTAINMENT
WITH US**



AWARD-WINNING OTT PLATFORM

TOD, beIN's premium OTT platform in the MENA region, is a leading streaming platform that offers a rich array of sports, entertainment, and original content.

With its innovative TOD Studios, the platform produces exclusive original series and films, catering to diverse audiences across the Middle East, North Africa and Türkiye. Since its debut in 2022, TOD has produced more than 40 original titles.

By seamlessly integrating premium live sports coverage with exceptional original programming, TOD is transforming the landscape of sports and entertainment storytelling across MENA and Türkiye.



ANTI-PIRACY:

PROTECTING MEDIA RIGHTS

beIN is committed to combating piracy, having become the first live sports broadcaster to join the Alliance for Creativity and Entertainment in 2022. Additionally, beIN is involved with other industry organizations, including AAPA and IBCAP.

With an annual investment exceeding \$3.5 million in anti-piracy initiatives, this commitment is set to grow in the coming years. Our dedicated team includes 13 professionals focused on anti-piracy efforts across legal and technological domains.

TECHNICAL SECURITY

Leading operator in the deployment of watermarking and other piracy disruption technologies

DOMAIN & SERVER BLOCKING

Blocking programmes expanding across the region – site blocking operation in both MENA and France

LOBBYING & REGULATORY

Leading player in the advocacy to strengthen respect for IP across the region

MONITORING & TAKE DOWN

Leading vendors (Athletia & TMG) monitoring and taking down streams during live games

INVESTIGATIONS & LEGAL CASES

Identifying and bringing legal actions against pirate operators

TECHNICAL DISRUPTION

Exploiting technical vulnerabilities to disrupt pirate live streams



bein
MEDIA GROUP

**AN
ORIGINAL
ALWAYS
BEATS A COPY**

GIVE OUR GAME THE RESPECT IT DESERVES

#NoToPiracy

CSR:

EMPOWERING COMMUNITIES THROUGH SPORTS & MEDIA



Through our beINSPIRED initiative, we are committed to championing inclusivity in sports regardless of gender, race, or background and providing a platform to elevate the profile of underrepresented sports.



As the leading broadcaster of women's sports globally, beIN is proud to elevate events like the FIFA Women's World Cup, UEFA Women's Champions League and F1 ACADEMY, having aired close to 3,000 hours of women's sports in MENA in 2024 alone.

beIN has a history of empowering women in sports through initiatives like a digital show with former PSG striker Nadia Nadim, a beINSPIRED podcast celebrating trailblazing female athletes, and hosting numerous networking events to celebrate female athletes and promote their visibility.

ING THE
HT THING
FORCE
R GOOD



beIN SQUAD

TÜRKIYE

1300 teams from all over Türkiye applied for the beIN SQUAD project, which was launched by beIN SPORTS to support amateur football clubs. 50 teams (disabled, women's and men's) out of 200 that met the criteria were selected for the 2025-2024 season.

In addition to jersey sponsorship, beIN SPORTS also provides media support to the amateur football clubs through its website, social media accounts and beIN SPORTS channels. As part of this, the special beIN SQUAD show is broadcast every Wednesday fortnight on the beIN SPORTS NEWS channel. Each episode features special interviews and news from the teams.



EMPOWERING AMATEUR FOOTBALL

FRANCE

The beIN SQUAD initiative in France selected 50 teams—10 women's and men's disabled teams, 20 women's teams, and 20 men's teams from U14 to senior levels—for the 2025-2024 season. Each team received jerseys, shorts, socks, and tracksuits for coaches. Throughout the season, beIN SPORTS engages with these ambassador teams to share their inspiring stories and passion for the game.

A web series was also launched to highlight the journeys of these clubs, raising awareness of their challenges and celebrating the spirit of amateur football.



UNITED NATIONS & HUMANITARIAN PARTNERSHIPS

beIN MEDIA GROUP is proud to support various agencies of the United Nations (UN) on a range of global, regional and local humanitarian and public policy projects.





Tedros Adhanom Ghebreyesus ✓
@DrTedros



I had a very productive call with Nasser Al-Khelaifi, of @PSG_inside @beINSPORTS & @Miramax, on his commitment to helping @WHO win the global fight against #coronavirus. Support from the sports, media & entertainment worlds is vital for protecting everyone from #COVID19

7:13 PM · Mar 24, 2020



813



See the latest COVID-19 information on Twitter

2020-21

beIN dedicated its efforts to supporting the WHO's global response to the COVID-19 pandemic.

2022

Signed a Memorandum of Understanding with Qatar's Ministry of Public Health to amplify the role of sports in society during the FIFA World Cup Qatar 2022™, actively contributing to the "Qatar 2022 For All" initiative, which promoted peace and provided mental health support for displaced individuals. As part of the MoU, we facilitated coverage of the tournament for refugees in over 20 fan zones across western Asia and North Africa.

2023

Launched a fundraising campaign with Qatar Charity to aid relief efforts in Morocco and Libya following devastating natural disasters.

2024

Broadcast all AFC Asian Cup Qatar 2023™ matches at housing and treatment facilities for Palestinians evacuated from war torn Gaza.

beIN MEDIA GROUP remains steadfast in its commitment to corporate social responsibility, striving to create a positive impact and support those in need.

**WATCH US.
FOLLOW US.
INNOVATE WITH US.**

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 **www.beinmediagroup.com**

