



**THE INTERNATIONAL
SPORTS NETWORK**

beIN SPORTS

MEDIA KIT





OUR POSITIONING

beIN SPORTS

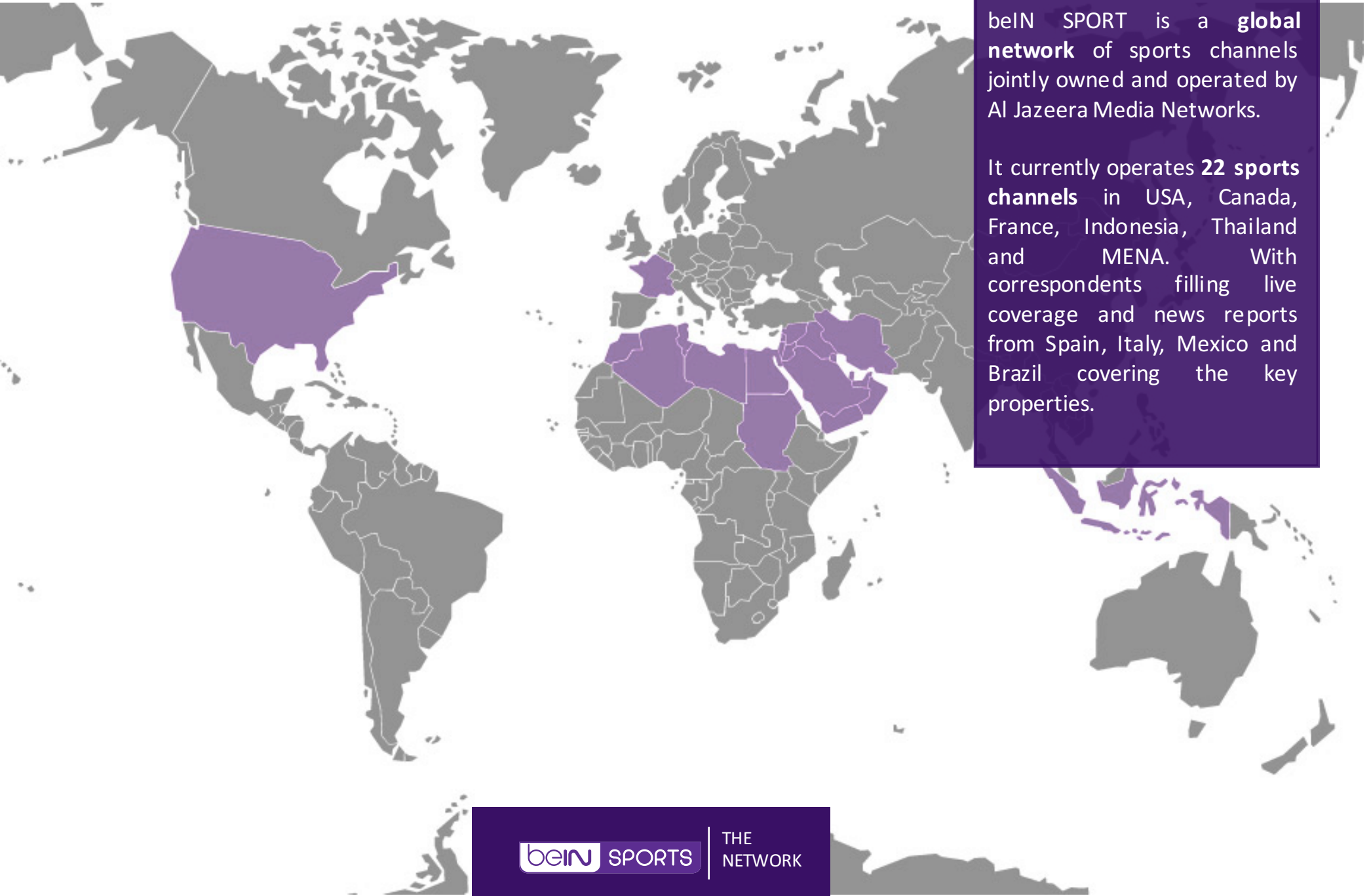
THE NETWORK

beIN SPORT

- The new, **top quality**, international sports network.
- A **360** degree platform
- **2 independently programmed** HD linear feeds, English and Spanish
- Digital streaming portal named beIN SPORT PLAY
- **World's top** soccer leagues and tournaments
- Rugby, cycling, volleyball and motor sports and a variety of other **heart pounding** events.



INTERNATIONAL PRESENCE



beIN SPORT is a **global network** of sports channels jointly owned and operated by Al Jazeera Media Networks.

It currently operates **22 sports channels** in USA, Canada, France, Indonesia, Thailand and MENA. With correspondents filling live coverage and news reports from Spain, Italy, Mexico and Brazil covering the key properties.

ON AIR PERSONALITIES

BODO ILLGNER



Bodo is an insightful and connected analyst. In 1990, he played as a goalkeeper and helped his native West Germany win the World Cup against Argentina.

Former Real Madrid player. Born in Mexico. Won four consecutive Pichichi trophies, the only player in Spain's football history to achieve this.



HUGO SANCHEZ

RAY HUDSON



Ray Hudson's passion for the game is only exceeded by his entertaining and descriptive verbal gymnastics during telecasts.

Phil's work has been seen and heard on all of the major sports networks, championships and three World Cup finals.



PHIL SCHOEN

ON AIR PERSONALITIES

CARMEN BOQUIN

A popular sports TV personality in Latin America. Appearing on TV since the age of 14, Boquin was previously a TV presenter for Telecentro Corporation, Honduras' largest network.

KAY MURRAY

For the past six years Murray served as the senior presenter for Real Madrid TV, covering one of the world's most legendary soccer clubs for its millions of international fans.

ANA COBOS

Spanish sports TV journalist. Prior to joining beIN SPORT, Cobos was a presenter for Castilla La Mancha Television in Spain where she hosted La Cancha, a sports commentary show.

TERRI LEIGH

Terri Leigh is co-host of The Express, a pre- and post-game show that provides up-to-date news and analysis on the biggest live soccer matches on the English-language beIN SPORT network.





**SPORTING RIGHTS &
ORIGINAL PRODUCTIONS**



LIGA BBVA

**LA LIGA - SPAIN
TOP TIER LEAGUE**



**SERIE A - ITALY
TOP TIER LEAGUE**



LIGUE 1

**LIGUE 1 - FRANCE
TOP TIER LEAGUE**



**beIN SPORT
EXCLUSIVELY BROADCASTS
THREE OF THE TOP FIVE
SOCCER LEAGUES IN THE WORLD**



SOCCER PORTFOLIO OF RIGHTS

320

LA LIGA

Former Real Madrid player.
Born in Mexico.



340

SERIE A



60

COPA DEL REY



78

RUSSIAN PREMIER LEAGUE



COPA DO BRAZIL



300

LIGUE 1



26

CAPITAL ONE CUP



THE FOOTBALL LEAGUE
CHAMPIONSHIP



BRAZIL GLOBAL TOUR

17

COPA ITALIA



PORTFOLIO OF RIGHTS

67

CYCLING

Giro D' Italia
Milan San Remo
Tour De Suisse



97

RUGBY

Autumn International
Six Nations Rugby
Aviva Premiership



51

HANDBALL

Velux: Men's Champions League
IHF World Championship
Handball Bundesliga



12

HORSE RACING

British Horse Races



TENNIS

ATP Qatar Exxon Mobilie
Qatar Total Open - Women



85

MOTORSPORTS

FIM SuperBikes World Championship
FIA GT Series
Blancpain Endurance Series



113

VOLLEYBALL

Serie A1 + Coppa Italia- Mens
CEV European Championships Men
CEV European Championships Women



JUDO

World Judo Tour



3

EQUESTRIAN

CHI Al Shaqab 2013
Super Saturday
Dubai World Cup



MASS PARTICIPATION

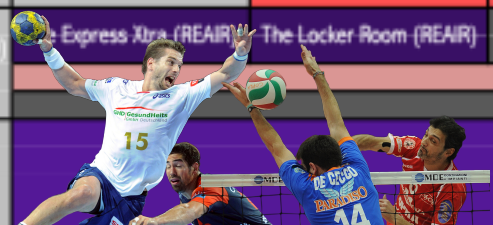
Ironman
Prague Half Marathon 2013
Prague Marathon 2013



PROGRAMMING GRID

beIN SPORT EN ESPAÑOL

ET	SATURDAY	SUNDAY	MONDAYS	TUESDAYS	WEDNESDAYS	THURSDAYS	TIME	
6:00	La Liga Preview (REAIR)		The Express Xtra	OTHER SPORTS				4:00
6:30	La Liga World (REAIR)	EXPRESS Soccer Match La Liga	SERIES & SPECIALS					4:30
7:00	Serie A Preview (REAIR)							5:00
7:30		SERIES & SPECIALS	The Express Xtra					5:30
8:00	nPower Championship	SERIES & SPECIALS						6:00
8:30		The Express Welcome						6:30
9:00			EXPRESS Match Serie A	REAL MADRID TV	BARCA TV	REAL MADRID TV	BARCA TV	7:00
9:30	The Express Welcome	EXPRESS Soccer Match La Liga						7:30
10:00								8:00
10:00	EXPRESS Soccer Match La Liga		The Express Xtra (REAIR)	The Locker Room (REAIR)	SERIES AND SPECIALS			8:30
11:00		EXPRESS Match (DELAYED) Serie A (Italian League)	90 in 3D				9:00	
12:00	EXPRESS Soccer Match La Liga		SERIES & SPECIALS				9:30	
1:00		EXPRESS Soccer Match Ligue 1	OTHER SPORTS				10:00	
1:30	EXPRESS Soccer Match La Liga		90 in 3D				10:30	
2:00			EXPRESS Soccer Match La Liga	EXPRESS Soccer Match Ligue 1	EXPRESS Match Serie A	EXPRESS Soccer Match La Liga	nPower Championship	1:00
2:30	EXPRESS Soccer Match La Liga		OTHER SPORTS				1:30	
3:00		EXPRESS Match Serie A	Highlight Zone: Other					2:00
3:30	EXPRESS Soccer Match Ligue 1		Highlight Zone: n Power	OTHER SPORTS				2:30
4:00			Highlight Zone: La Liga					3:00
4:30	EXPRESS Soccer Match Ligue 1		Highlight Zone: Serie A	Highlight Zone: n Power	Highlight Zone: Serie A	Highlight Zone: Other	La Liga World Milan TV	3:30
5:00								4:00
5:30	EXPRESS Match Serie A							4:30
6:00								5:00
6:30	EXPRESS Match Serie A							5:30
7:00								6:00
7:30								6:30
8:00	The Express Xtra	The Express Xtra	The Locker-Room	SERIES AND SEPCIALS				7:00
8:30								7:30
9:00								8:00
9:30								8:30
10:00	EXPRESS Match Serie A	EXPRESS Soccer Match La Liga	SERIES AND SPECIAL				9:00	
10:00			EXPRESS Soccer Match La Liga	EXPRESS Match Serie A	EXPRESS Soccer Match La Liga	EXPRESS Match Serie A		9:30
10:30								10:00
11:00								10:30
11:00								11:00
11:30								11:30
12:00								12:00
12:00								10:00
12:30								10:30
1:00	EXPRESS Soccer Match La Liga	EXPRESS Match (REAIR) Serie A (Italian League)	EXPRESS Soccer Match La Liga	EXPRESS Match (REAIR) Serie A (Italian League)	EXPRESS Soccer Match La Liga	EXPRESS Match (REAIR) Serie A (Italian League)	EXPRESS Soccer Match La Liga	11:00
1:30								11:30
2:00								12:00
2:30								12:30
3:00								1:00
3:30								1:30
4:00								2:00
4:30	EXPRESS Match Serie A	EXPRESS Soccer Match La Liga	The Locker-Room	SERIES AND SEPCIALS				2:30
5:00								
5:30								



A black and white photograph of a cyclist in the foreground, wearing a helmet with the 'GIRO' logo and a jersey with 'BMC' and 'BMC' branding. The cyclist is in a crouched, aerodynamic position, gripping the handlebars. Behind them, a pack of other cyclists is visible, also in similar racing attire, though they are out of focus. The background is blurred, suggesting a fast-paced race environment.

DISTRIBUTION AND TARGET AUDIENCE

beIN SPORTS

OUR AUDIENCE

BY THE NUMBERS

22M
SUBSCRIBERS

80M
HOUSEHOLDS



beIN SPORTS

OUR
AUDIENCE

DISTRIBUTION PARTNERS



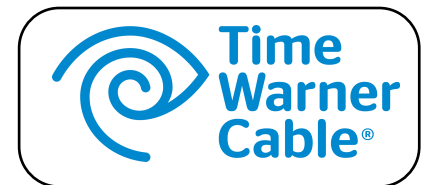
DIRECTV



DISH NETWORK



COMCAST



TIME WARNER CABLE



VERIZON FIOS



UVERSE



BRIGHT HOUSE NETWORKS



ATLANTIC BROADBAND



LIBERTY CABLE



ONE LINK



HOTWIRE



CLARO



ADVANCED CABLE COMMUNICATIONS

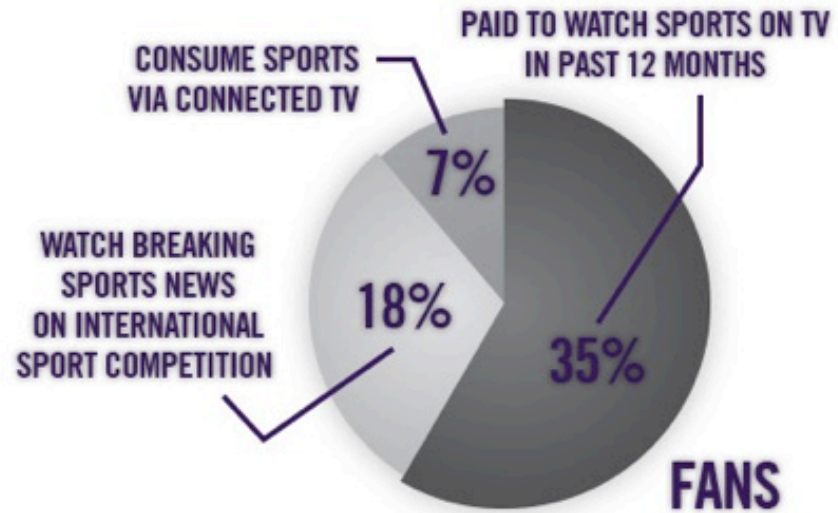
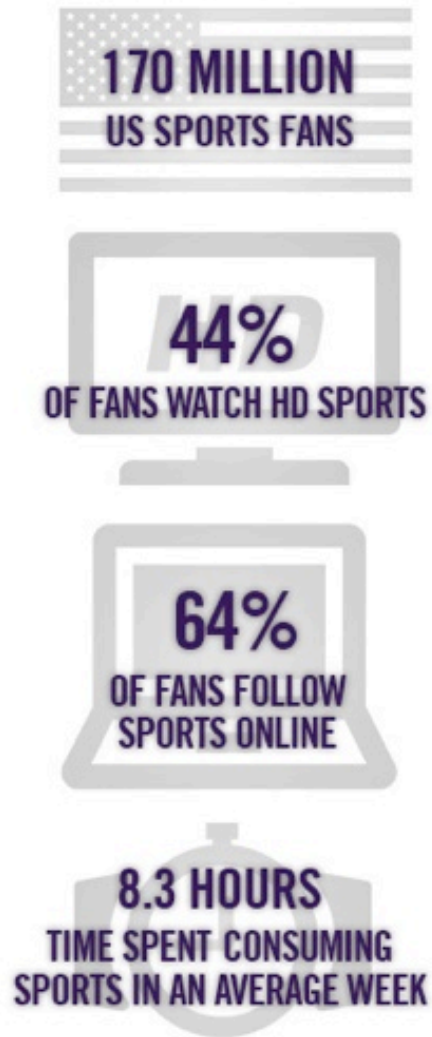


SIRIUS XM



COX

OUR AUDIENCE



bibliography

OUR AUDIENCE



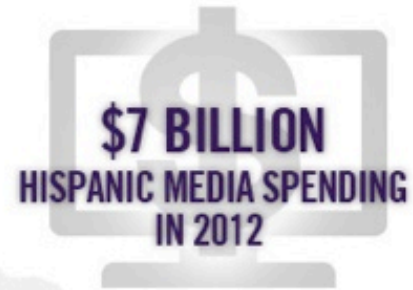
1 OUT OF 6
PEOPLE IN THE US ARE LATINO



1 OUT OF 4
PEOPLE BORN IN THE US ARE LATINO



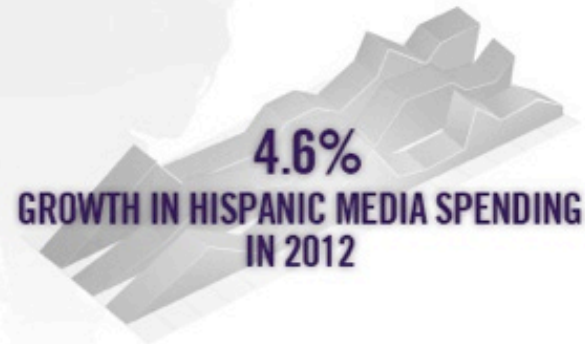
95%
OF TEEN POPULATION GROWTH
THROUGH 2020 WILL BE LATINO



\$7 BILLION
HISPANIC MEDIA SPENDING
IN 2012



THE US HISPANIC
CONSUMER ECONOMY IS THE
15TH LARGEST
IN THE WORLD



4.6%
GROWTH IN HISPANIC MEDIA SPENDING
IN 2012

OUR AUDIENCE

110K

USA vs Panama WCQ
10-15-13

reach an audience of **200K**
beating Univision Deportes
(Poland vs England WCQ), Fox
Deportes (La Ultima Palabra) &
NBCS (NHL Live)

229K

67

67

USA vs Panama WCQ
10-15-13

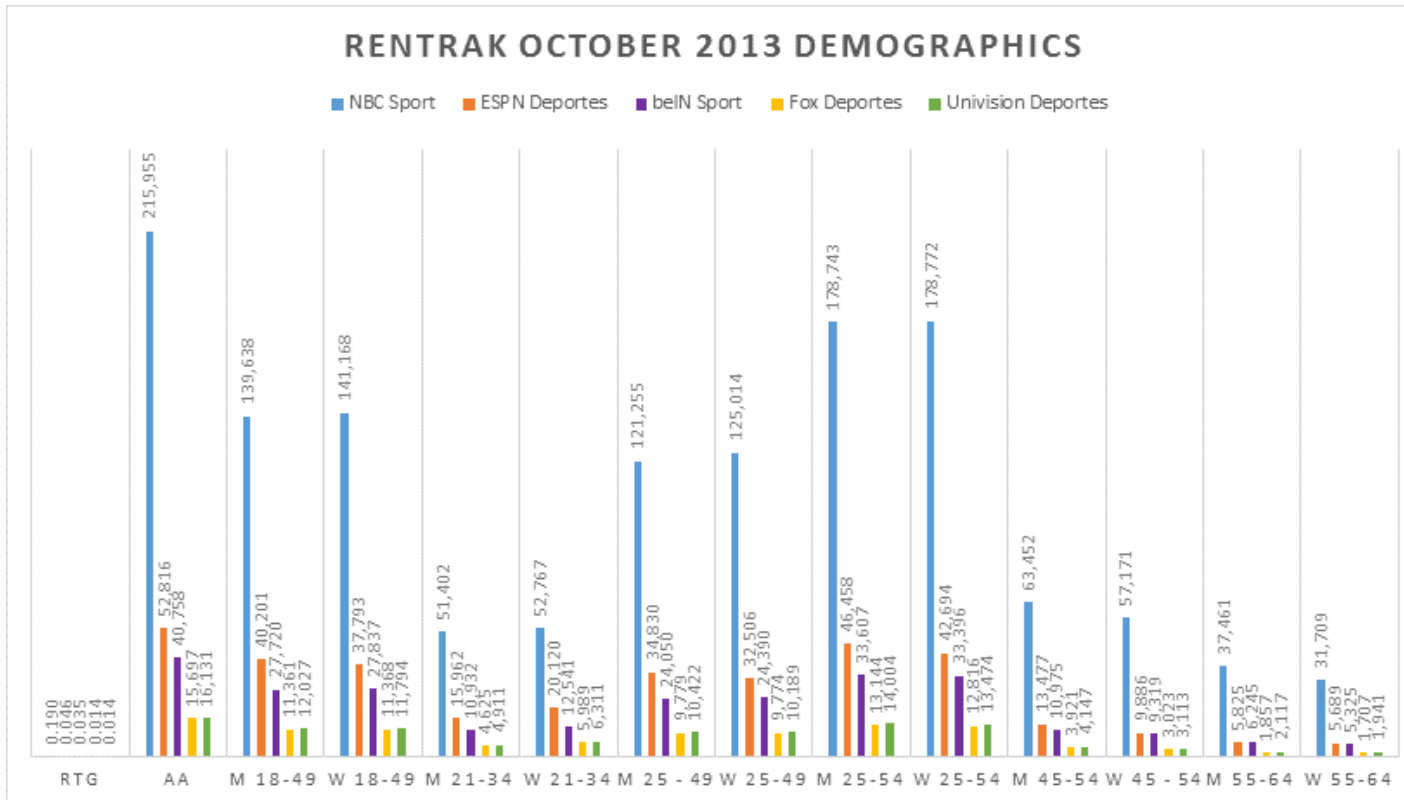
reach an audience of **200K**
beating Univision Deportes
(Poland vs England WCQ), Fox
Deportes (La Ultima Palabra) &
NBCS (NHL Live)

122K

USA vs Panama WCQ

reach an audience of **200K**
beating Univision Deportes
(Poland vs England WCQ), Fox
Deportes (La Ultima Palabra) &
NBCS (NHL Live)

OUR AUDIENCE



beIN SPORT outnumbered Fox Deportes & Univision Deportes in Male Audience 18-49 by twice the audience



**PREMIUM ACCESS &
BRANDED OPPORTUNITIES**

beIN SPORTS

| OUR OFFERING

PREMIUM ACCESS





MESSI

10



THANK YOU !