



beIN SPORTS secures exclusive rights to Rugby World Cup 2019

- Fans to enjoy unparalleled access on dedicated beIN SPORTS RUGBY channel and live-streaming app [beIN SPORTS CONNECT](#) -

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beIN Asia Pacific - part of beIN MEDIA GROUP, the global sports and entertainment group - announced that it has secured exclusive rights to the Rugby World Cup 2019 in Cambodia, Indonesia, Hong Kong, Laos, Malaysia, Philippines, Thailand, Timor-Leste and Singapore. Hosted in Asia for the very first time, Japan 2019 is set to be the most significant Rugby World Cup yet.

All 48 tournament matches will be available on a dedicated channel, beIN SPORTS RUGBY and beIN's live-streaming app, [beIN SPORTS CONNECT](#). The channel will be packed with news, views, analysis, highlights, and special features – bringing fans in the world's most populous and youthful region closer to the action. beIN SPORTS RUGBY will be available on pay-tv platforms from 6 September to 10 November. Leading up to the tournament, fans will be treated to round-the-clock rugby programmes featuring greatest moments, best tries, near hits and misses from the past Rugby World Cups. With kick-off times optimised for Asian fans, this is anticipated to be the most-watched Rugby World Cup in the region.

Mike Kerr, Managing Director, beIN ASIA PACIFIC, said: "The rugby fanbase in Asia has grown considerably since the last Rugby World Cup. With the tournament set in Asia for the very first time, it will be an amazing spectacle and a game-changer for the sport. We are incredibly excited to be a part of this momentous event and are committed to bringing high-quality coverage and enhancing fans' experience across beIN's multiple touchpoints."

Sir Bill Beaumont, World Rugby Chairman, added: "We are delighted to be welcoming beIN Asia Pacific to the Rugby World Cup 2019 rights-holding broadcast family. As home region for the tournament, Asia is a very important market for rugby participation and fanbase growth and we are excited about the comprehensive platform that will be provided by beIN, a passionate leader in sport's broadcasting. In partnership with them we will reach and convert a new fanbase, benefitting the sport long after the tournament has finished."

Inaugurated in 1987, this is the ninth edition of the Rugby World Cup. Twenty of the best teams in the world will battle it out across stadiums in Japan in a bid to lift rugby's most coveted prize – the iconic Webb Ellis Cup. Host country Japan will meet debutant Russia at the tournament's curtain-raiser on Friday, 20 September at 6.45pm (SGT/HKT).

There has never been a more exciting time for rugby in Asia with fan engagement, broadcast audiences and player participation numbers growing year-on-year. According to Nielsen

research, Asia is home to a rugby following of more than 283 million (the largest regional following). The Philippines is at the heart of the success story with a following of 10.5 million, while Indonesia's rugby following has increased by three percent from 2017 to 2018 with a following of almost 7.5 million. Hong Kong and Singapore have a rugby following of two million each, with the latter having experienced a two per cent year-on-year increase.

About beIN ASIA PACIFIC

beIN Asia Pacific - a multi-platform media company - offers a stellar line-up of live sporting events through our premium sports brands, beIN SPORTS. We serve passionate fans with great coverage, news and analysis of the top leagues and competitions from around the planet, as well as exclusive and never-before-available content. beIN SPORTS is available in 11 countries in the Asia-Pacific region on leading pay-TV platforms including on our live streaming player, beIN SPORTS CONNECT. Headquartered in Singapore, we are part of beIN Media Group, the fastest growing global media and entertainment company with over 60 channels worldwide. The group also owns MIRAMAX and leading pay-TV platforms in MENA and Turkey. For more information, visit beinmediagroup.com.

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 7 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.

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