



**National Media Spots Inc.**

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## **Network Profile**

**beIN SPORTS is part of beIN MEDIA GROUP, a global leader in TV production, distribution, and media rights acquisition. beIN SPORTS' mission is to bring fans of all popular sports the best live game coverage, news, debate and analysis of the top leagues, tournaments and competitions from the US and around the world. With constantly-evolving original programming hosted by seasoned professionals, and custom social media franchises, beIN SPORTS is the go-to provider for international sports to millions of viewers in both English and Spanish.**

### **Age**

Median Age                    **47**

### **Household Income**

Median Income                **\$70k**

### **Viewer Base Origin**

Hispanic Origin                **41%**

Mexican Origin                **24%**

Non Mexican Origin          **76%**

### **Language**

Bilingual Viewers              **22%**

### **Gender**

Male                                **72%**

Female                              **28%**

### **Featured Programs**

Live Soccer

Live College Basketball

Live College Football

Live Motorsports

Live Tennis

Live Rugby

\* beIN SPORTS airs the most soccer minutes across both channels versus all cable competition