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## Network Profile

beIN SPORTS ñ is part of beIN MEDIA GROUP, a global leader in TV production, distribution, and media rights acquisition. beIN SPORTS ñ’s 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 ñ is the go-to provider for international sports to millions of viewers in both English and Spanish.

### Age

Median Age                    44

### Household Income

Median Income                \$51k

### Viewer Base Origin

Hispanic Origin                93%

Mexican Origin                24%

Non Mexican Origin          76%

### Language

Bilingual Viewers              36%

### 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