

E-Vision enters exclusive 5-year deal with STARZ PLAY

From Power to Vikings, all your favorite shows and movies now available to E-Vision & Etisalat home and mobile customers

Dubai, UAE, January 28, 2018: E-Vision, a fully-owned subsidiary of Etisalat, and STARZ PLAY, the fastest growing streaming video on-demand service in the MENA region, today announced a first-of-its kind, five-year content deal with Etisalat.

Etisalat eLife customers can enjoy more than 10,000 hours of the best blockbuster Hollywood and Bollywood movies, same-time-as-the-US TV shows, documentaries, kids entertainment and dedicated Arabic content all ad-free and in HD or 4K quality on TV and mobile devices.

Humaid Sahoo, CEO of E-Vision, said: “Enhancing the already existing partnership with STARZ PLAY is the natural evolution to the efforts and partnership that started three years ago. STARZ PLAY’s content and service has proven to be an attractive and differentiating service. E-Vision’s strategic objective to secure premium and exclusive content to differentiate its offering is the driving force to enter into a long-term partnership with STARZ PLAY. E-Vision is very excited to disseminate STARZ PLAY’s offering across Etisalat Group territories.”

The partnership will enable Etisalat UAE customers to enjoy STARZ PLAY exclusively across its IPTV and mobile services. Etisalat International operations will also be able to offer the STARZ PLAY service, accessing and differentiating its content offering in their respective territories under special terms. E-Vision and STARZ PLAY will work closely to expand its relationship to enhance the offering through exclusive and different synergy opportunities across content and technology areas.

Maaz Sheikh, CEO of STARZ PLAY, said: “Our research has shown that more and more consumers in the UAE are watching TV through the eLife TV service. With this strategic partnership, we are bringing together STARZ PLAY with Etisalat’s Elife service. Etisalat customers can now access their favorite TV shows and the biggest movies on STARZ PLAY with one simple click of a button on their E-life remote control.”

From award-winning series such as *Vikings*, which is available on STARZ PLAY at the same time as the US, to the hotly-anticipated, premiering soon *Britannia*, which details the Roman invasion of Great Britain in 43AD, eLife TV subscribers can also get on-board with perennial favourites and classics such as *Power* and *Grey’s Anatomy*.



STARZPLAY

Press Release

STARZ PLAY streams thousands of hours of blockbuster Hollywood and Bollywood movies, documentaries, children's entertainment, 'same-day-as-the-US' series, and dedicated Arabic content to subscribers in 19 countries. The platform features English, Arabic and French audio options and user interfaces, plus one-click Arabic subtitling.

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About E-Vision

E-Vision, a subsidiary of Etisalat established in 2000, is one of the leading sourcing of TV content for Pay TV operators in the MENA and Pakistan region. E-Vision through its partners' reaches close to one million subscribers

E-Vision holds long-term relationships with all major content players (regionally and globally), providing end-to-end solutions to multi-screen Pay TV businesses across MENA region

E-Vision secures content (exclusive and non-exclusive) for multiple Pay TV services (IPTV, SVoD, TVoD) from all Major Hollywood Studios, Bollywood and the latest Arabic productions as well as around 550+ TV channels from around the globe

Programming and content sourcing capabilities has enabled eVision to develop leading TV channels (e.g. eJunior, eMasala, etc) to support its Pay TV partners and advertising business

About STARZ PLAY

STARZ PLAY (www.starzplay.com) is a subscription video on demand service that streams Hollywood movies, TV shows, documentaries, kids' entertainment and same-day-as-the-US series – plus dedicated Arabic and Bollywood content – to 19 countries across the Middle East and North Africa. The service carries thousands of premium titles including exclusive STARZ Original content such as Power, Outlander, Spartacus and The White Queen.

STARZ PLAY allows subscribers to watch its full HD and 4K content via most internet-enabled devices, smart TVs and game consoles, and is widely available on regional IPTV services. Its iOS and Android apps – installed on more than three million devices – also allow downloads for offline playback.

Starz (www.starz.com), a Lionsgate company (NYSE: LGF.A, LGF.B) and State Street Global Advisors (SSGA) are the lead investors along with media and technology investment firms including SEQ Capital Partners and Delta Partners.

