

E-Vision Partners with MBC GROUP in Exclusive IPTV/OTT Channel Distribution Rights deal in the UAE

Dubai, 16th April 2017: E-Vision, a fully owned subsidiary of Etisalat, signed a strategic partnership with MBC Group to obtain exclusive rights to distribute MBC channels in the UAE.

Hence making E-Vision the point of contact for distribution of MBC channels in the UAE. Therefore, any platform that wishes to carry or renew carriage of MBC channels in the UAE will need to enter into contract with E-Vision for that purpose.

Under this agreement, E-vision further empowers Etisalat's eLife with more TV channels and programmes from the region.

Starting from this month, eLife will be offering two additional channels from MBC, namely MBC+ VARIETY and MBC+ DRAMA which will be available on eLife and eLife ON App.

Additionally, eLife customers will enjoy an exclusive channel that will be launched by MBC and E-Vision late April. Moreover, eLife customers will be able to gain access to SHAHID content, MBC's leading Video-On-Demand service in the MENA Region and SHAHID PLUS (including Ramadan series) at no extra charge in their IPTV and via the eLife ON App, free to all eLife customers.

Commenting on the exclusive agreement, Humaid Sahoo Al Suwaidi, E-Vision's CEO, said: "Entering into this strategic partnership, reiterates E-Vision position to acquire distribution rights to world-class channels and content. As a pioneer and trusted content aggregator in the region, E-Vision is constantly striving to bring comprehensive turn-key solutions for content aggregation and content management for IPTV platforms and multi-screens (OTT)."

As for Sam Barnett, MBC Group CEO, he added: “MBC Group is committed to bringing premium content to our audiences in the UAE and the region at large. This partnership with E-Vision is yet another step in the optimisation of our audience’s experience on Etisalat’s innovative platforms”.

E-Vision now holds exclusive IPTV carriage rights to all MBC HD channels including; MBC1, MBC2, MBC3, MBC4, MBC DRAMA, MBC MAX, MBC ACTION, as well as any future HD additions. The partnership has enabled eLife customers also have exclusive access to MBC+ channels such as, MBC+ DRAMA and MBC+ VARIETY.

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About E-Vision

E-Vision part of Etisalat, a pioneer and trusted content aggregator in the region, providing a comprehensive turnkey solution for content aggregation and content management for IPTV platforms and multi-screen. E-Vision end-to-end solutions comprises of channel licensing, VOD aggregation , EPG Data, content management, with over 550 TV channels in HD, 3D and 4K, and 8000 hours of TVoD and SVoD content. In addition to original and exclusive channels like e-Junior the most watched kids channel in the UAE and e-Masala, a 24 hours non-stop south Asian movie channel, with local advertising insertion possibilities.

ABOUT MBC GROUP

MBC GROUP (Middle East Broadcasting Center) is the largest and leading private media company in the Middle East & North Africa region. For the past 25 years, MBC GROUP was able to enrich people’s lives through information, interaction and entertainment. In 2002, nearly a decade after the launch of **MBC1** in London, back in 1991, and as the 1st private free-to-air Arab satellite TV channel, MBC GROUP moved its headquarters to Dubai Media City, United Arab Emirates, where it remains.

Today, MBC GROUP includes 20 TV channels: **MBC1** (general family entertainment); **MBC2** and **MBC MAX** (24-hour western movies); **MBC3** (children’s edutainment with a mix of both local productions and western acquisitions); **MBC4** (entertainment for young families with a female-focus); **MBC ACTION** (an indigenous adrenaline-packed channel targeting young males with local and homegrown productions); **MBC VARIETY** (Western films and general entertainment with uninterrupted broadcasting); **AL ARABIYA NEWS CHANNEL** (the 24-hour Arabic language news channel); **AL HADATH** (an extension of Al Arabiya News Channel with a specific focus on real events in the Arab world and beyond); **WANASAH** (24-hour Arabic music channel); **MBC DRAMA** (24/7 Arabic drama); **MBC MASR** (general family entertainment geared towards the Egyptian family); **MBC MASR 2** (providing the Egyptian audience with superior quality entertainment); **MBC+ DRAMA** (paid channel); **MBC BOLLYWOOD** (delivering the freshest in Bollywood



content geared towards the region via an Arabized interface); and most recently four sports channels, **MBC PRO SPORTS** (geared towards the "Saudi Football Premier League" fans in the Kingdom); and **MBC USA** (the channel is present on "Dish Network" in the US, and targets Arab audiences aboard; the channel is dedicated to offer and broadcast a wide range of content from the prominent MBC channels including movies, series and global formats).