**[FC 3852: Launch beIN Sports](http://wordpress.cablevision.com/fieldcomm/?p=12630" \o "Permanent Link to FC 3852: Launch beIN Sports)**

**Optimum is excited to announce that** we have signed an agreement to carry beIN Sports for Optimum TV subscribers.  Marketing and customer communications will begin Tuesday, February 25, 2014.

*\*Excluding Woodbury Spectrum*

**Overview**

* beIN Sports will be available to Optimum TV customers beginning Thursday, March 20, 2014.
* beIN Sports currently operates two channels in the US – beIN Sports English and beIN Sports en Espanol, we will carry both in standard definition and high definition.
* beIN holds the rights to broadcast major soccer leagues and tournaments such as La Liga and Copa del Rey (Spain), Serie A (Italy), Ligue 1 (France), the South American World Cup Qualifier and English Championship matches.
* In addition to soccer, beIN Sports offers car and motorcycle racing, motocross, rallycross, team handball and rugby, among others.

*NOTE*: Live coverage of “El Clasico” Real Madrid vs. Barcelona, will be airing on beIN Sports on Sunday, March 23, 2014.

**Customer Experience**

The service will be available to residential and private-viewing business customers with:

* Optimum Gold/grandfathered iO Gold.
* Optimum Sports and Entertainment Pak.
* Optimum en Espanol/grandfathered iO en Espanol.

For public-viewing business customers such as bars and restaurants, beIN Sports will be available ala-carte at a price yet to be determined.

**Additional Information**

* Launch dates to be determined for beIN Sports On Demand, TV to GO and both channels live in and out of home through the Optimum app.
* Additional information and details will be included in future communications.

*updates made to this communication after released:*

**Revision History – beIN Sports**

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| **Revision History** |
| **Date** | **Edits Made** |
| Tuesday,February 25, 2014 | This Field Comm has been updated to include this statement: *we will carry both in standard definition and high definition* |