



CONFIDENTIAL · ACQUISITION PROPOSAL



Acquisition of a controlling interest in AFRO TV

A U.S. cable and streaming network in 12M+ paying households — Comcast Xfinity 1623, NOW TV and Roku — to be rebranded beIN BLACK.

Prepared for beIN Media Group · August 2026

www.afrotainment.us



THE TRANSACTION

Acquire a network that is already on air.

AFRO TV is a fully operational U.S. cable and streaming network: carried on Comcast Xfinity channel 1623, on NOW TV alongside Netflix, Peacock and Apple TV+, and on Roku. It is staffed, and produces daily original programming from its own 30,000 sq ft studio complex in Orlando.

We propose that beIN Media Group acquire a controlling interest and rebrand the network as beIN BLACK — acquiring distribution, production capacity and a content library that would otherwise take years and nine figures to assemble.

TRANSACTION AT A GLANCE

- Controlling interest in AFRO TV
- Rebrand to beIN BLACK at or shortly after close
- Studios, library and carriage convey with the business
- Consideration and structure modelled in diligence

12M

U.S. households

Cable + streaming, already carried

30,000

sq ft of owned studios

Orlando, FL — three stages

1,500+

VOD titles

Including 400+ feature films

210K+

:30 units per year

SCTE-35 ready linear inventory



THE ASSET

What conveys with the transaction.

DISTRIBUTION

12M+ households

Comcast Xfinity 1623 · NOW TV, bundled with Netflix, Peacock and Apple TV+ · Roku

PRODUCTION

30,000 sq ft, Orlando

Three stages, a live-audience theatre, cyclorama and two production control rooms

LIBRARY

1,500+ titles

Scripted Black content in HD including 400+ features, monetisable on linear, VOD and FAST

ORIGINAL FORMATS

Seven owned formats

A daily 2.5-hour strip plus two Saturday tentpoles; three cleared for syndication

INTERACTIVE PLATFORM

Real-time voting engine

A built and operational vertical app scaling past 200,000 simultaneous voters, with DMX stage automation

LIVE EVENTS

beIN BLACK FEST

An annual one-day cultural festival and concert in Orlando — ticketing, sponsorship and broadcast rights

AD INVENTORY

210,240 :30 units / yr

SCTE-35 dynamic insertion, brand-safe, at cable-standard loads, plus a VOD inventory layer

OPERATING BUSINESS

Staff and infrastructure

Master control, production crew, MVPD relationships and the distribution agreements themselves

Asset schedule, ownership and chain of title to be confirmed in diligence.



STRATEGIC GAP

beIN owns sport in America. Nothing else.

WHERE beIN IS STRONG TODAY

- beIN SPORTS U.S. — English and Spanish feeds since 2012, run out of Miami
- Global rights and production muscle across MENA, France, Turkey and Asia
- Entertainment brands proven abroad: beIN Movies, beIN Series, beIN Drama
- A masterbrand recognised by distributors and agencies worldwide

WHERE beIN IS ABSENT

- No U.S. general-entertainment channel — the portfolio stops at sport
- No owned U.S. production facility or domestic originals pipeline
- No position in multicultural television, the fastest-growing U.S. ad segment
- No U.S. entertainment inventory to package alongside sports avails

An acquisition closes that gap with an asset already on air.

A U.S. entertainment network takes three to five years and nine figures to build from scratch. This one is built.



THE MARKET

An under-served segment with proven monetisation.

\$7.2B

spent annually targeting African American consumers across all media

ANA / PQ Media, 2018

\$3.86B

of that came from just the top 20 advertisers, up 16% since 2011

Nielsen, 2019

≈\$2T

in projected Black U.S. buying power

Nielsen

84 hrs

a week of media consumed per Black American adult, and rising

Nielsen, 2024

PROVEN BY INCUMBENTS

- BET, inside Paramount, has built a substantial business in this segment
- OWN, inside Warner Bros. Discovery, has done the same
- Both sit within global media groups — the structure proposed here

AND SHIFTING TO STREAMING

Broadband-only homes reached nearly 44% of Black U.S. television households by September 2023, up from under 13% in 2019. AFRO TV already delivers on NOW TV and Roku alongside its cable feed — the transition is not a risk to this asset, it is where the asset already sits.



THE BRAND

A multicultural Black network, built as a cultural bridge.

beIN BLACK is the only U.S. cable network positioned to speak simultaneously to African American, Afro-Caribbean and African diaspora audiences — one channel, one cultural conversation, three communities that no incumbent programmes for together.

01 LIVE AND LOCAL

A nightly, studio-produced strip that no competitor in this space runs.

02 OWNED, NOT LICENSED

Originals made in-house, so the channel controls cost, rights and windowing.

03 PREMIUM AND BRAND-SAFE

Controlled ad loads and no sponsor-protected blackouts — built for national buyers.



BRAND ECONOMICS

The same channel, revalued.

What changes on the day the name changes — and what it is worth.

DIMENSION	AFRO TV TODAY	AS beIN BLACK
Buyer recognition	Unknown to most national planners; sold on explanation	A global network brand agencies already have on a rate card
Pricing power	Independent-network CPM discount	Priced against branded cable entertainment
Carriage leverage	Standalone negotiation, channel by channel	Negotiated alongside beIN's existing distributor relationships
Programming supply	Self-funded originals plus acquired library	Adds beIN Movies and beIN Series windows at group cost
Scalability	A U.S.-only concept	A format exportable to MENA, France, Turkey and Asia
Portfolio effect	No relationship to beIN	Extends beIN beyond sport into U.S. entertainment



THE CASE

Five reasons this is worth beIN's brand.

01

An instant U.S. beachhead

12M households on cable and streaming, live today. No launch capital, no carriage runway, no dark period.

02

Production you own

A 30,000 sq ft Orlando complex with three stages. Originals are produced at marginal cost, not licence fees.

03

A library and a platform

1,500+ titles of Black scripted content, plus a working real-time voting engine that applies straight to live sport.

04

Inventory built for national demand

SCTE-35 dynamic insertion, brand-safe environment, cable-standard ad loads. 210K+ :30 units a year.

05

Extension, not invention

beIN BLACK inherits fourteen years of masterbrand equity. A new name would have to buy that attention.



ASSET 01 — DISTRIBUTION

Already carried. Nothing to launch.

12M

U.S. HOUSEHOLDS

Carriage that conveys with the transaction — no launch, no dark period, no new distributor negotiation.

SHARE OF U.S. TELEVISION HOUSEHOLDS



≈10%

of the ≈123M U.S. TV household universe is already inside the footprint. The next slide sets out what beIN's distribution leverage could do with the remaining 90%.

COMCAST XFINITY

Channel 1623 — a national cable slot of a kind that is scarce and slow to win

NOW TV

Carried in the bundle alongside Netflix, Peacock and Apple TV+

ROKU

Streaming distribution reaching broadband-only households directly

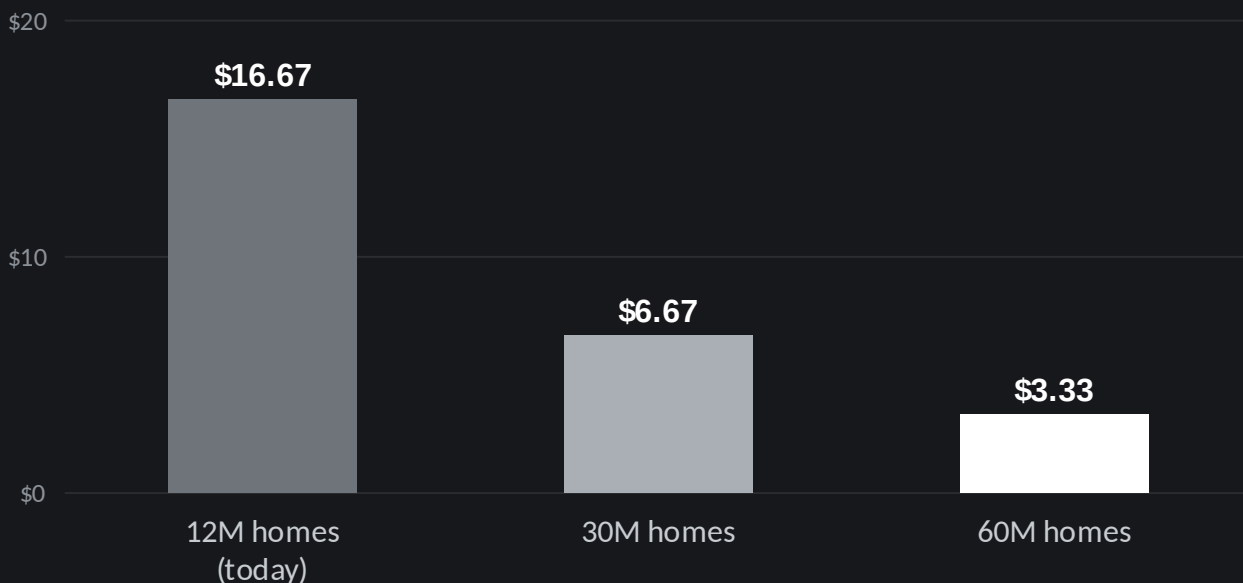


VALUE CREATION

The 12M is the beachhead. beIN is the multiplier.

A \$200M annual advertising business is achievable — but not at today's footprint. The chart shows what each household would have to generate to get there. At 12M homes the requirement is implausible for any cable entertainment network; at 60M homes it is ordinary. Expanding distribution is therefore the value-creation lever, and it is the one beIN uniquely controls.

ANNUAL AD REVENUE REQUIRED PER HOUSEHOLD TO REACH \$200M



STAGE 01

TODAY — 12M HOMES

Xfinity 1623, NOW TV and Roku. Revenue base and proof of operation.

STAGE 02

12-24 MONTHS — 30M+

Carriage renegotiated at beIN-brand terms across existing distributor relationships.

STAGE 03

3-5 YEARS — 60M

Full national penetration; national upfront presence and international format sales.

Illustrative arithmetic, not a forecast: \$200M divided by the household count shown. Comparable per-household benchmarks and a full revenue model to be provided in diligence.



ASSET 02 — PRODUCTION

A working studio complex, not a rendering.

7220 International Drive, Orlando, FL 32819 · 30,000 sq ft

AFROTAINERS THEATER

Live-audience theatre for tapings, concerts and comedy specials

KAMAROSA TV STUDIO

Live-audience studio for the nightly talk strip

OBAMANDELA TV STUDIO

Second live-audience stage for parallel productions

LARGE CYCLORAMA

Virtual and branded-set production, promos, commercial work

2 CONTROL ROOMS

Full production control for simultaneous live shows

SUPPORT FACILITIES

Green rooms, edit, wardrobe, master control and storage

Why Orlando matters to beIN

Roughly three hours from beIN SPORTS' U.S. base in Miami · Florida crew and talent depth from the theme-park and touring industry · No state income tax and lower stage costs than New York or Los Angeles · Capacity to take on beIN group production work beyond beIN BLACK itself.



A library to fill the schedule. A studio to own it.

1,500+

ON-DEMAND TITLES

- Scripted Black content in HD — features, sitcoms and drama
- 400+ feature films monetisable with VOD pre-roll and mid-roll
- Deep enough to programme overnights and weekends without acquisition spend

7 NIGHTS

OF ORIGINAL PROGRAMMING

- A live 2.5-hour nightly strip produced in-house in Orlando
- Saturday concert and comedy tentpoles from the live-audience theatre
- Plus beIN BLACK FEST, an annual festival and concert tentpole

The economic point

Most start-up entertainment networks buy their schedule. beIN BLACK makes the front of it and already owns the back of it. That combination — owned originals in prime, an owned library everywhere else — is what keeps programming cost per hour low enough for the channel to scale distribution without a proportional increase in content spend.



THE SCHEDULE

A daily appointment, then a weekend event.

Live, original and exclusive programming produced from the Orlando studios and theatre.

TIME	PROGRAMME	GENRE	HOST	FORMAT
Daily 5:30 PM	Cheer or Jeer	Interactive talent	Live audience vote	30 min · 8 min ads
Mon-Fri 6:00 PM	Clock IT	Game show	Koiya	30 min · 8 min ads
Mon-Fri 6:30 PM	Americana	Live debate · Syndicated	Two commentators	30 min · 8 min ads
Mon-Fri 7:00 PM	The Sisaundra Show	Daytime talk · Syndicated	Sisaundra Lewis	30 min · 8 min ads
Mon-Fri 7:30 PM	Point of View	Lifestyle talk · Syndicated	Four-woman panel	30 min · 8 min ads
Saturday 8:00 PM	beIN Black Live	Live concert	Sisaundra Lewis	60 min · 12 min ads
Saturday 10:00 PM	beIN Black Got Jokes	Stand-up comedy	Renowned guest comics	60 min · 12 min ads

Plus beIN BLACK FEST — an annual one-day festival and concert, and the network's yearly broadcast tentpole.



ORIGINALS — THE NIGHTLY STRIP

Two and a half hours of live television, every night.

5:30 PM

CHEER OR JEER

Interactive talent • Daily

A live talent show where the audience votes in real time from any phone. Jeers beat cheers and the mic cuts on air.

8 MIN ADS

6:00 PM

CLOCK IT

Game show • Host: Koiya

A fast game show built on African American vernacular and pop culture — competitive, quotable and cheap to produce at volume.

8 MIN ADS

6:30 PM

AMERICANA

Live debate • Syndicated

Left and right political commentators debating the week's issues live. Election-cycle programming with obvious advocacy-ad demand.

8 MIN ADS

7:00 PM

THE SISAUNDRA SHOW

Daytime talk • Syndicated

Live music, entertainment news and unfiltered opinion with Sisaundra Lewis, top finalist on NBC's The Voice.

8 MIN ADS

7:30 PM

POINT OF VIEW

Lifestyle talk • Syndicated

Four Black women from different backgrounds on relationships, health, money and politics. The channel's core-audience anchor.

8 MIN ADS

48 MINUTES

of saleable national and local prime inventory every weeknight — before a single weekend tentpole is counted.



ORIGINALS — DAILY 5:30 PM

Cheer or Jeer: the audience controls the show.

A live talent show where every viewer — in the theatre or on a phone — watches and votes in real time. Cheer keeps a performer on stage. Jeer cuts the mic, fades the stage to black and ends the act on air. The voting engine, the app and the stage automation are built and operational.

200,000+

simultaneous voters supported

14' × 30'

live video wall in the theatre

DMX

automation cuts mic and lights

NO APP

vertical web app, no download

WHY THIS MATTERS TO beIN

- Interactive live television is where the category is heading — Netflix moved first, with a standalone vertical app and in-app real-time voting
- beIN acquires a working platform rather than commissioning one
- The same engine applies directly to live sport: real-time fan voting, second-screen engagement and subscriber-gated participation across beIN SPORTS
- Every vote can be gated behind an authenticated subscription — an acquisition and retention mechanic, not just a programming feature

Voting platform, stage automation and app are already operational; the theatre seat count is stated as 220 in the product documentation and 225 elsewhere — to be confirmed.



ORIGINALS — WEEKENDS

Two event hours that sell as sponsorship, not spots.

SATURDAY 8:00 PM

beIN BLACK LIVE

Live concert series · Hosted by Sisaundra Lewis

Top multicultural Black artists performing into millions of households — an exclusive live-music platform for fans, artists and brands, produced in the live-audience theatre. Title sponsorship, integration and tour-partner inventory sit on top of the 12 minutes of spot load.

SATURDAY 10:00 PM

beIN BLACK GOT JOKES

Stand-up comedy · Renowned guest comics

A weekly stand-up hour built around renowned guest comedians, with emerging Black talent opening. Named comics give the hour booking prestige and press; low cost per hour and a natural clip engine for social and FAST distribution.





ORIGINALS — ANNUAL

beIN BLACK FEST: four cultures, one city.

A full-day cultural festival and evening concert in Orlando, built to celebrate African American, Jamaican, Haitian and African communities in a single event — and to give the network an annual broadcast tentpole it owns outright.

ART & VISUAL CULTURE

Workshops, live painting, a curated pop-up gallery of contemporary Black artists

FILM, TV & STORYTELLING

Short-film showcase, masterclasses and a pitch session with industry panellists

BOOKS & LITERARY ARTS

Author readings, a poetry slam and panels on publishing and representation

FASHION & BEAUTY

Textile and hair demonstrations, a business panel and the beIN BLACK FEST runway

THE EVENING CONCERT

- Eight headline artists — R&B and hip-hop, reggae and dancehall, kompa and zouk, Afrobeats
- Full video wall, cultural projections and professional dance troupes
- Produced as a broadcast special for the network and for international sale

FOUR REVENUE LINES BEYOND AIRTIME

- Ticketing — day passes, concert-only and VIP tiers
- Title and zone sponsorship sold against a national broadcast
- Marketplace and food-village vendor fees
- Broadcast and streaming rights to the concert special

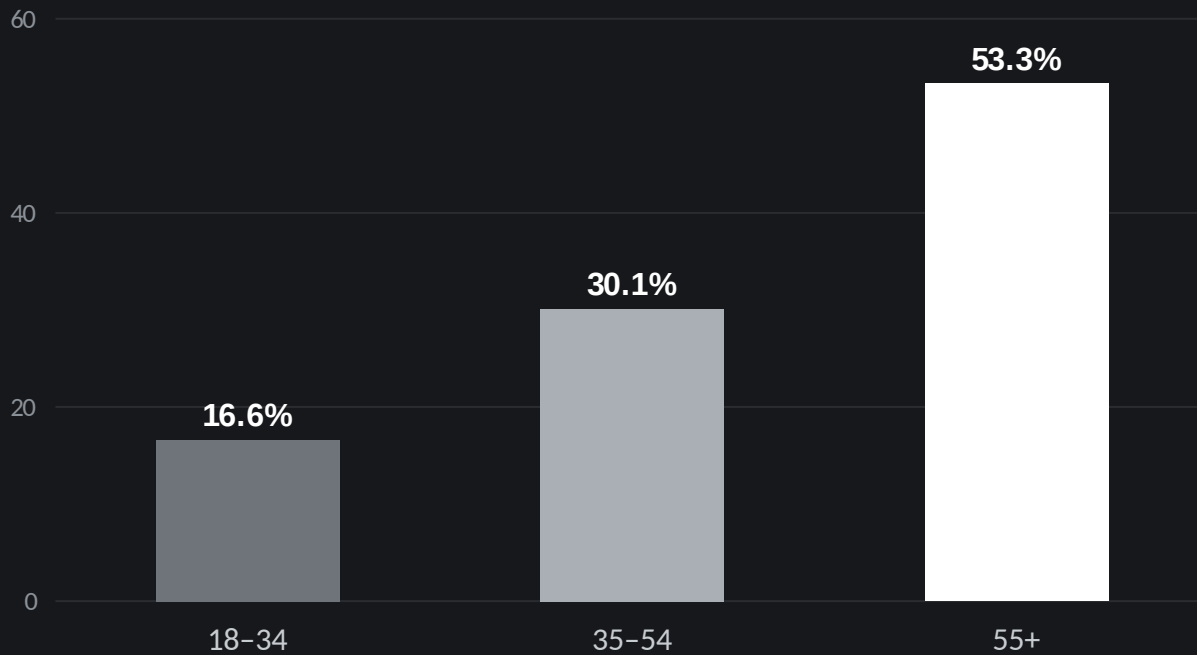
Formerly the OneBlack Festival. Orlando venue, date and concert format to be finalised; a mid-November Saturday is the working recommendation.



WHO'S WATCHING — 01

An audience advertisers pay a premium to reach.

AGE DISTRIBUTION



83.4% of the audience is 35 or older

53.3% is 55+ — the highest-value cable demographic

41.0% sits in the 25-54 sales demo

Category demand this unlocks

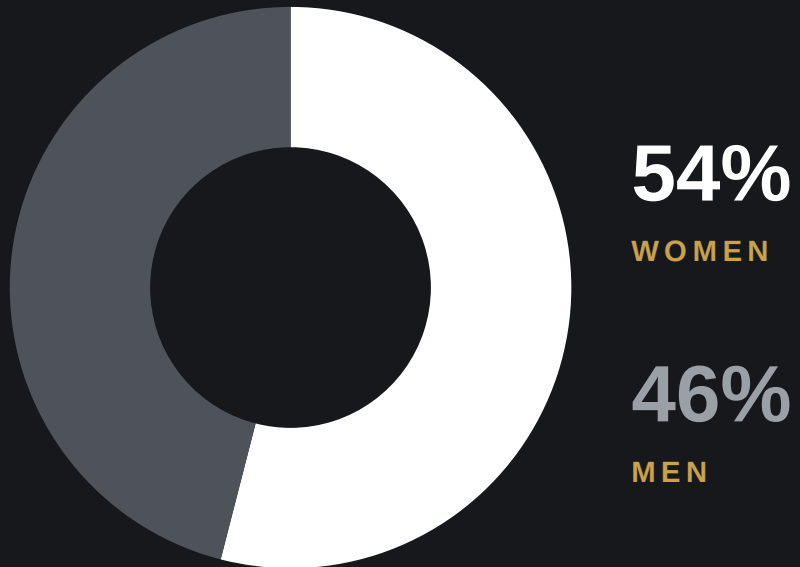
Financial services • Pharma and healthcare • Insurance •
Automotive • Political and advocacy



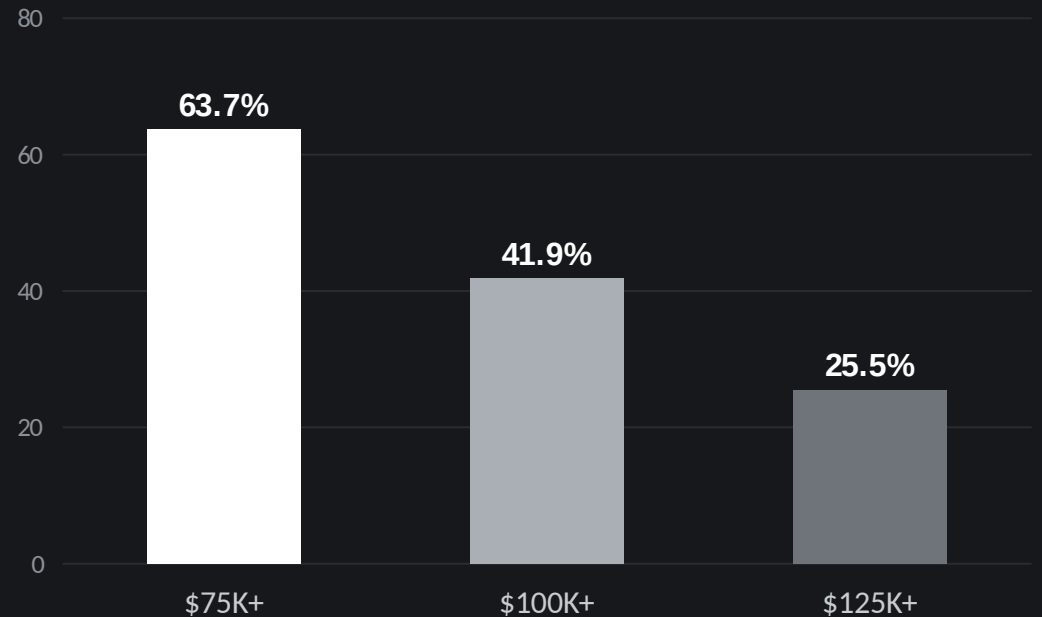
WHO'S WATCHING — 02

Female-skewing decision-makers, in affluent homes.

GENDER



HOUSEHOLD INCOME

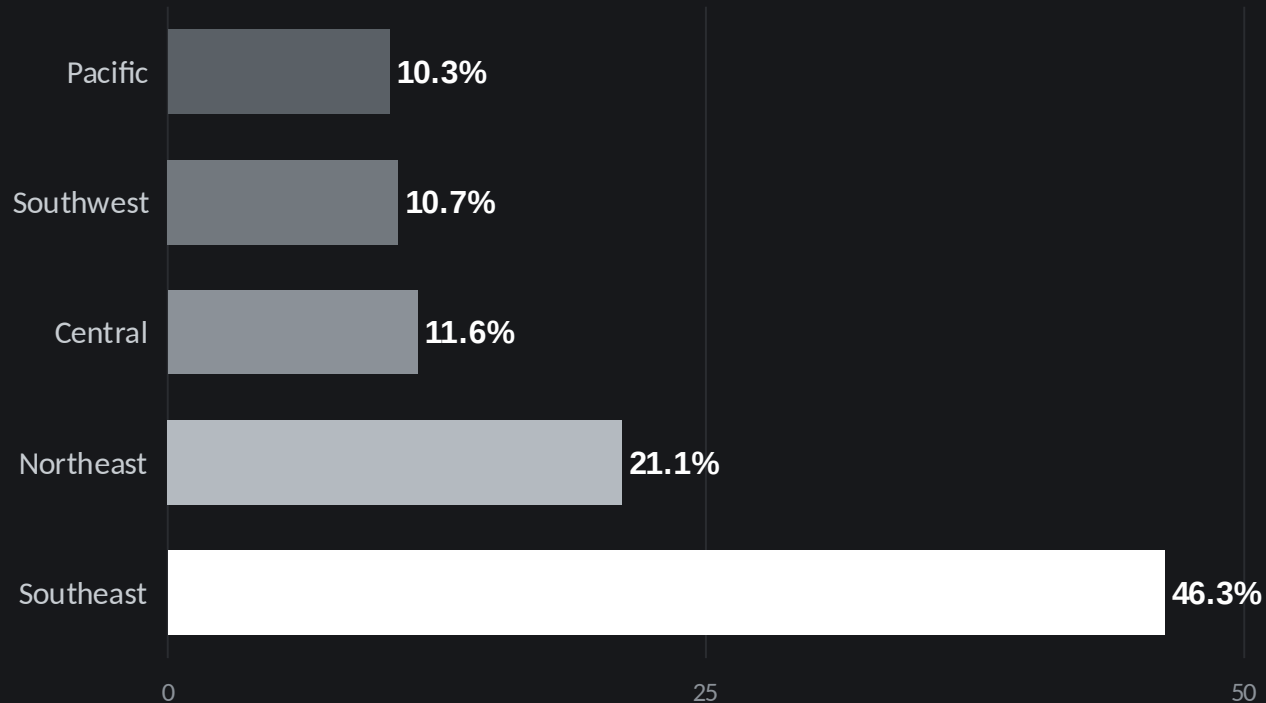


Nearly two-thirds of beIN BLACK homes earn \$75K or more and one in four clears \$125K — the profile national buyers price at a premium.



Concentrated where the growth is.

TERRITORY DISTRIBUTION



46.3%

**OF THE AUDIENCE IS IN THE
SOUTHEAST**

Nearly half the footprint sits in one contiguous, high-growth region.

WHAT THAT ALIGNS WITH

- Florida, Georgia and the Carolinas — the fastest-growing Black consumer markets
- Political, retail and automotive regional spend
- The studios sit inside the core market, not 3,000 miles from it



MONETISATION

Inventory that is ready to sell on day one.

DAYPART	DAYS	:30 UNITS / DAY	PER YEAR
Weekdays (Mon–Fri)	261	576	150,336
Saturdays	52	576	29,952
Sundays	52	576	29,952
Total linear	365	576	210,240

12 minutes per hour · 7–8 minutes national · 2–4 minutes local avails

- SCTE-35 markers embedded for seamless dynamic ad insertion
- No blackout or sponsor-protected content anywhere in the schedule
- Ad loads controlled to major cable network standards
- A further inventory layer across 400+ VOD titles

01 LINEAR ADVERTISING

National and local avails across a 24-hour brand-safe feed.

02 VOD AND FAST

Pre-roll and mid-roll against an owned 1,500-title library.

03 SPONSORSHIP

Title and integration inventory on the tentpoles and the annual festival.

04 EVENTS AND SYNDICATION

Festival ticketing and vendor income, format sales and third-party production.

Linear units calculated at a 12-minute hourly load across a 24-hour schedule (576 × :30 per day). Rate-card modelling available once delivery estimates are finalised.



NATIONWIDE CABLE AND STREAMING DISTRIBUTION

Comcast Xfinity 1623 · NOW TV · Roku · 12M+ households

**The network exists.
The audience exists.
The brand is the missing piece.**

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