

beIN SPORTS selects Transmit to power enhanced video advertising in the refreshed beIN CONNECT App

Brings Transmit's in-stream formats and real-time monetization to beIN's live portfolio, helping advertisers reach engaged soccer fans in more interactive ways

MIAMI, FL, UNITED STATES, January 7, 2026 /EINPresswire.com/ -- [beIN SPORTS North America](#), the leading sports, media and entertainment organization and [Transmit](#), the market leader in monetization technology for live sports, today announced a partnership to power enhanced advertising across beIN CONNECT, its

OTT streaming app, in the U.S. and Canada. This collaboration brings Transmit's in-stream ad formats and real-time monetization capabilities to beIN's live sports portfolio, helping advertisers reach engaged soccer fans in more interactive and seamless ways. This partnership launches as beIN airs the Africa Cup of Nations, a premier international soccer tournament, through January 18.

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Rita Herring, Managing Director at beIN SPORTS North America

As U.S and Canadian sports fans increasingly shift to digital platforms, the need to modernize the streaming experience has never been more apparent. Soccer, specifically, lacks natural ad breaks, making traditional monetization approaches such as the cutaway 30-second ad spot disruptive to both the game and the viewer. By leveraging Transmit's platform, beIN SPORTS is transitioning from a legacy SVOD model to an ad-supported, in-stream experience that enables sophisticated monetization while preserving the integrity of live soccer and maintaining a high-quality viewer



Transmit



beIN SPORTS

experience. For example, instead of an ad that cuts away from the action, beIN viewers may see a picture-in-picture ad that boosts revenue, offers premium exposure for advertisers, and maintains the integrity of the game.

Comparable Transmit integrations have shown the following benefits to publishers:

- * Unlocks more than 30% additional sellable premium ad inventory while maintaining viewer satisfaction with no additional breaks in the action.
- * Available CTV-native ad formats such as L-Bar Squeezebacks, Picture-in-Picture (PiP), and dynamic overlays that have statistically proven performance improvements for advertisers.
- * Less reliant on traditional mid-roll ads that pull fans away from the action. From a pivotal VAR review to a goal celebration, beIN can deliver viewer-specific brand messaging while preserving the emotional connection to the match.

"Our priority is always improving the fan experience. We are building a long-term digital ecosystem around the world's most passionate soccer fans to deliver a premium experience," said Rita Herring, Managing Director at beIN SPORTS North America. "Transmit is a key partner in accelerating that vision - our collaboration allows us to modernize live soccer for fans, enhancing the viewing experience while simultaneously unlocking more sophisticated, non-disruptive and higher-impact advertising opportunities for our advertising partners."

"This is what modern sports broadcasting should feel like," said Seth Hittman, CEO of Transmit. "beIN SPORTS manages some of the most valuable live events in the world. Together, we are proving that global platforms don't have to sacrifice the fan experience to drive revenue. We are delivering a more premium, respectful, and effective approach to monetization at scale."

About beIN SPORTS

beIN SPORTS offers viewers world-class sports content and entertainment across multiple platforms including TV channels beIN SPORTS and beIN SPORTS en Español, live streaming on beIN SPORTS CONNECT and free channels, beIN SPORTS XTRA and beIN SPORTS XTRA en Español. A cornerstone of beIN SPORTS is its unrivaled live soccer coverage, which includes live matches from Ligue 1, Ligue 2, Copa Libertadores, Copa Sudamericana, Recopa Sudamericana, Turkish Süper Lig, Africa Cup of Nations, CAF Confederation Cup, CAF Champions League and International Friendlies as well as news of all the top leagues from around the world. In addition to soccer, beIN SPORTS serves as a haven for fans of padel, footvolley, wrestling, mixed martial arts (MMA), skiing, motorsports, and basketball, among others.

About Transmit

Transmit is a streaming-native monetization platform designed specifically for content owners, distributors, and rights holders. By providing powerful tools to maximize the value of their content, Transmit empowers clients to optimize content distribution, create premium inventory, and drive greater financial success. With an unwavering focus on scalability, viewer experience and data driven results, Transmit is revolutionizing the way the industry approaches content monetization.

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