

Capitalising on the 2026 World Cup™: How beIN and Senza Are Adding a Frictionless New Path to the MENA Market

The Challenge:

Reaching the Unreached

The 2026 World Cup™ represents the single largest subscriber acquisition window in the global sports broadcasting calendar. For beIN, the commercial objective is clear: capture massive audience share across the Middle East and North Africa (MENA) at speed.

Every major sporting event brings a wave of new audiences into market – viewers who want access to the action but have never taken the step of subscribing. Some are in locations where traditional infrastructure is limited. Others are simply looking for a more accessible price point before committing to a full service. These are audiences that existing routes to market may not efficiently reach, representing a significant untapped opportunity sitting alongside beIN's established base.

The question is not how to replace what works – it is how to capture what has so far been left on the table.



The Solution

beIN STREAM, Powered by Senza Cloud Connector

beIN launched their beIN STREAM device – a lightweight, low-cost dongle driven entirely by the Senza Cloud Connector. It is designed not to replace the existing set-top box infrastructure but to open an entirely new segment of subscribers: one who wants premium content at an accessible price point, without the upfront cost or complexity of traditional installation.

Because the heavy UI lifting is managed in the cloud rather than on-device silicon, beIN can deliver a modern, fast viewing experience on ultra-low-cost hardware. There is no satellite dish required and no engineer visit needed. Subscribers simply connect the dongle to their TV and Wi-Fi and immediately access a premium HD channel lineup with rich on-demand content.

Every beIN STREAM subscriber also receives beIN CONNECT as a complimentary addition – meaning new audiences are brought directly into the broader beIN ecosystem from day one, deepening the relationship and increasing the long-term value of each acquisition.

Critically, Senza gives beIN something that streaming apps on third-party devices cannot: full ownership of the TV experience. beIN's content is prominent and front and centre the moment the device is switched on – owning the HDMI port, and with it, the living room.

The Commercial Strategy

The beIN STREAM proposition unlocks five distinct commercial advantages heading into the tournament.



Frictionless, low-cost acquisition. By removing the dish and the engineer visit from the equation, beIN dramatically reduces the cost of bringing a new subscriber on board – turning onboarding into a simple e-commerce transaction that opens the door to audiences who would never have justified the expense of a traditional hardware setup.



Value for money at every tier. beIN STREAM is a genuinely affordable service. The low device cost and accessible price point make it the natural entry point for price-sensitive audiences – exactly the demographic that a high-profile event like the World Cup brings into market in large numbers. But because the Senza architecture delivers the experience through the cloud rather than the device itself, the same hardware can equally serve more affluent customers who expect a premium, high-end viewing experience – without compromise. The architecture scales to the audience, not the other way around.



The ultimate acquisition hook. The 2026 World Cup represents a once-in-a-cycle opportunity to drive mass device penetration. beIN STREAM gives price-sensitive and first-time viewers a frictionless entry point into the tournament – capturing first-party data and pulling large new audiences into the beIN ecosystem ahead of post-tournament monetisation, alongside beIN's existing distribution channels.



Owning the customer relationship. Unlike audiences reached through third-party platforms, every beIN STREAM subscriber is a direct relationship. beIN owns the data, the viewing behaviour, and the commercial opportunity that comes with it – building a first-party asset that compounds in value long after the final whistle.



New commercial partnerships, at scale. Because beIN STREAM is a pure IP solution that requires only broadband and a simple self-install, it enables new B2B distribution models where neither a satellite dish nor an engineer visit is required. Retail partners (online or in-store) can stock and sell the device directly – turning mainstream retail into a subscriber acquisition channel and allowing beIN to reach audiences through partners that could never have supported a traditional hardware-led deployment.

The Opportunity

The beIN STREAM box is not a pivot away from traditional Pay-TV – it is a strategic expansion of it. By adding a lightweight, flexible tier alongside their existing set-top box offering, beIN is positioned to capture audiences that existing routes to market do not efficiently reach – whether that is the first-time viewer, the price-conscious sports fan, or the connected household looking for a simpler way to access premium content.

With Senza powering the platform, beIN owns the screen, owns the data, and can move at web-speed – reaching more of the MENA market, faster, than any traditional deployment model would allow.

About Synamedia Senza

Synamedia Senza is the latest and most advanced Synamedia platform, enabling you to deliver disruptive TV and entertainment experiences using cloud and web technologies. It moves the intelligence of a STB to the cloud so that the entire viewer experience is rendered and delivered from the network. Senza brings the same flexibility to the world of TV, unlocking user experiences and monetisation opportunities which are only possible with a web-based architecture.

Next Steps:

Book your demo and experience the future of TV firsthand.