**Media Alert**

**OSN launches Yalla OSN in Egypt offering more exclusive content**

***The region’s leading entertainment business extends its rich content offering through a new customer package***

**Dubai, UAE – XX April 2020:** [OSN](https://www.osn.com/en-ae/home), the region’s leading entertainment network has announced the launch of its new consumer package – “Yalla OSN”. Exclusive to customers in Egypt, the package includes a wide variety of Arabic curated content, documentaries with the National Geographic, as well as movies and binge-worthy series across 17 channels. And in a first for the OSN brand in Egypt, it will be offering customers ART and OSN under the same package so viewers can enjoy hours of entertainment at no additional cost.

The new package also sees OSN offer its new general entertainment channel “OSN Mix”. This brand-new initiative aims to offer viewers a unique window into OSN’s world of entertainment featuring a curated selection of OSN’s best series, movies, kids and factual entertainment programs that will engage all members of a household. Plus, customers can enjoy “ART” channels that provide the most sought-after Arabic productions in the region, to premium Turkish series and the best of kids’ entertainment with world-class channels as well as unique documentaries and factual entertainment. And that’s not all, customers will also gain access to over 1,700 “Nilesat” channels, including MBC, DMC, Al Hayat Group and more – offering viewers endless entertainment from the comfort of their own home.

**Patrick Tillieux, CEO of OSN said:** *"Yalla OSN is a new line of business that we have introduced to broaden our customer reach across Egypt. We’re delighted to offer both new and existing customers content from both OSN and ART channels under one package at a time when TV consumption is recording unprecedented levels of viewership. ART is a great partner for OSN, and we look forward to strengthening our relationship with them.”*

**Hadeel Saleh Kamel, CEO of ART said:** *“ART is home to the richest selection of Arabic family-friendly content, so we are pleased to be able to offer this to OSN customers in Egypt under one package alongside the brand’s content. In a time where TV is the centre of every household, we feel confident that this partnership will add great value to audiences as they enjoy hours of entertainment with loved ones. This collaboration with OSN is a very exciting move for us and is just the beginning of what's to come.”*

To set up a Yalla OSN subscription on a three-months basis, customers can visit B-Tech, Jumia or OSN’s kiosk in Genena Mall, where the package is priced at EGY 695 inclusive of taxes and the receiver. To activate the subscription, customers can use WhatsApp by texting +20238279222 and follow a three-step activation process to gain access to a host of jam-packed content. And for customers who wish to extend the package after three months, can do so through Fawry or any B-Tech branch at the price of EGP 165 inclusive of taxes per month, where discounts will be applied for six to 12-month subscriptions.

OSN Yalla Channels include the below:

* OSN Yahala Al-Oula
* OSN Yahala
* OSN Yahala Cinema
* ART Cinema
* Aflam 1
* Aflam 2
* Hekayat 1
* Hekayat 2
* OSN Mix
* Star Movies HD
* Star World
* OSN Kidzone
* Nick JR
* Nickelodeon HD
* Disney JR
* Disney XD
* National Geographic