BMW GROUP

Middle East
Corporate Communications

BMW Group Middle East introduces STARZPLAY to in-vehicle infotainment across the multiple countries in the region.



- **New integration enables direct access to premium entertainment, live sports content, and more from STARZPLAY in BMW and MINI vehicles equipped with ConnectedDrive**
- **Marks first step in expanding in-car digital entertainment experiences across the region**

Dubai, United Arab Emirates –June 23, 2026: BMW Group Middle East has announced the integration of STARZPLAY, one of the region's leading all-in-one media streaming platforms, into BMW and MINI in-vehicle infotainment systems, expanding access to premium sports and entertainment content for customers across the region. Starting today, customers will be able to enjoy STARZPLAY's extensive content offering in BMW and MINI vehicles equipped with ConnectedDrive* across the United Arab Emirates, Saudi Arabia, Qatar, Bahrain, Oman, Kuwait and Jordan.

STARZPLAY brings its comprehensive content offering to BMW and MINI customers, combining premium live sports, blockbuster movies, series, Arabic content, and STARZPLAY Originals. The service is accessible directly through the vehicle's native infotainment interface, enabling eligible customers to access their STARZPLAY experience seamlessly while the vehicle is stationary. Content is available on the central display during charging stops, waiting periods or travel breaks, supporting safe use with no external devices required.

The integration forms part of BMW Group's broader Video and TV offering, which also provides access to selected content platforms including YouTube, Bloomberg, Wajd and Al Jazeera, delivering a smooth in-vehicle, on-demand viewing experience.

Karim-Christian Haririan, Managing Director BMW Group Middle East, said: "This collaboration with STARZPLAY underscores BMW Group Middle East's position at the forefront of in-car entertainment in the region. By expanding our digital ecosystem, we're transforming how customers experience mobility without compromising the core values of quality, safety, and Sheer Driving Pleasure. Our goal is to offer a connected, delightful mobility experience that adapts to how people live and travel in the Middle East."

"That is the way forward for exploring new ways to make our content more accessible to our audiences", said **Maaz Sheikh, CEO STARZPLAY**. "This integration with BMW Group Middle East represents an important step in extending the STARZPLAY experience beyond traditional screens and into connected mobility environments. By bringing our extensive premium content offerings from entertainment and sports directly into eligible BMW and MINI vehicles, we are creating new opportunities for audiences to enjoy the content they love through a seamless, connected experience."

This launch marks the first step in BMW Group Middle East's broader strategy to expand in-vehicle entertainment capabilities across the region while reinforcing STARZPLAY's commitment to providing viewers with access to their favorite content. Additional features and content integrations are expected to follow, further reinforcing the brand's commitment to innovation and customer-centric experiences.

As demand for connected services continues to grow, BMW and MINI remain at the forefront of delivering intelligent, intuitive technologies that elevate every journey.

* Availability may vary by model, market, vehicle software, ConnectedDrive package, subscription status, data connectivity and content rights. Video content can only be viewed when the vehicle is stationary.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2025, the BMW Group sold 2.46 million passenger vehicles and more than 202,500 motorcycles worldwide. The profit before tax in the financial year 2025 was € 10.2 billion on revenues amounting to € 133,5 billion. As of 31 December 2025, the BMW Group had a workforce of 154,540 employees.

The economic success of the BMW Group has always been based on long-term thinking and responsible action. Sustainability is a key element of the BMW Group's corporate strategy and covers all products from the supply chain and production to the end of their useful life.

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About STARZPLAY

STARZPLAY (www.starzplay.com) is one of the leading media and technology platforms across the Middle East, North Africa, and Pakistan, offering both direct-to-consumer entertainment services and advanced technology and media solutions for businesses.

Through long-standing partnerships with major global studios, including Warner Bros., Disney, Paramount, Sony, Lionsgate, and Image Nation Abu Dhabi, STARZPLAY delivers a rich and diverse content library tailored to regional audiences. The platform offers best-in-class Arabic and regional programming as the exclusive, global digital home of Abu Dhabi Media channels and originals, complemented by premium Turkish content through collaborations with producers such as MADD TV, TRT, and ATV.

STARZPLAY has also firmly established itself as the exclusive MENA home for top-tier sports, including fighting (UFC, PFL), Cricket (ICC, IPL), and Rugby (Six Nations, Rugby World Cup), alongside a growing football portfolio featuring Italian Serie A and the UAE Pro League.

With over 3 million combined SVOD and AVOD monthly subscribers and over 20 million app downloads, STARZPLAY continues to redefine digital entertainment in the region. The service offers high-quality streaming in HD and 4K across smart TVs, gaming consoles, and IPTV services, supported by intuitive iOS and Android applications with offline viewing. Enhanced by AI-driven personalization and interactive features, STARZPLAY ensures a seamless and highly tailored viewing experience. In parallel, STARZPLAY's technology and media division is a market leader in hospitality entertainment solutions across the GCC and powers OTT platforms for major media companies in Europe, the Middle East, and Southeast Asia.
Headquartered in Abu Dhabi, with additional offices in the UAE and Pakistan, STARZPLAY is backed by leading regional and international investors, including e& Life (part of e& Group), ADQ, Lionsgate, General Electric, and SEQ Capital, reinforcing its position as a dominant and fast-growing player in the MENA digital media landscape.

Social Platforms:
Instagram: @starzplayarabia

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X: @STARZPlayArabia
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