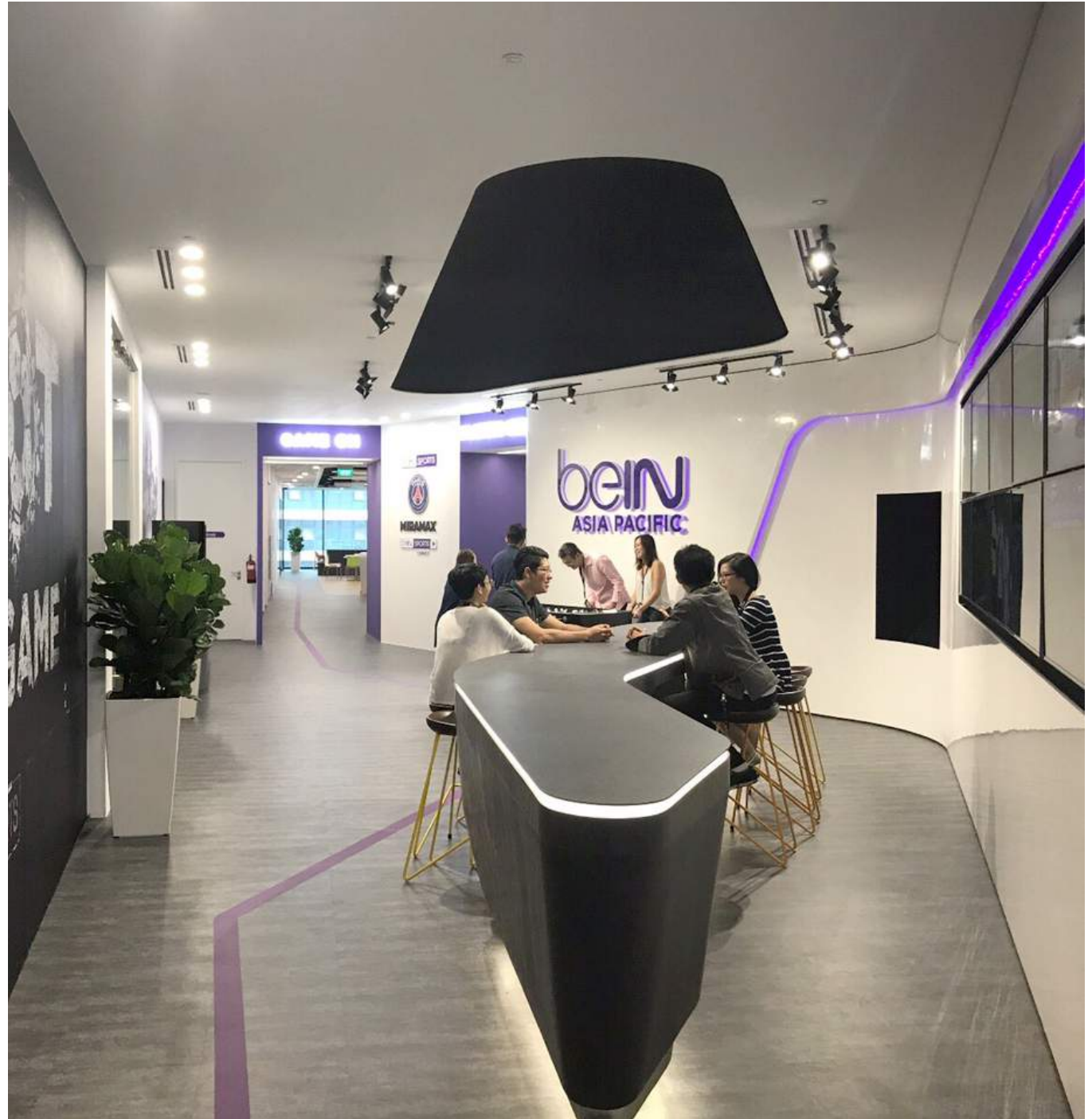


CASE STUDY

beIN Asia Pacific

- Multi-platform sports and entertainment company bringing live coverage, news and analysis of the top leagues and competitions from around the world to 11 countries in APAC. This includes Australia, New Zealand, Indonesia, Thailand, Hong Kong, Singapore, Malaysia and the Philippines.
- A fast-growing entity of 80 employees in APAC – beIN took full control of its Asia business in 2016 after existing as a JV setup for three years. In ANZ, beIN bought Setanta in 2014 and rebranded it to beIN Asia Pacific.
- beIN Asia Pacific grew its brand awareness and expanded its footprint by utilising LinkedIn Talent Solutions – such as LinkedIn’s Recruiter License, Career Pages and Job Slots – to develop its employer brand and attract key leadership and niche talent.
- beIN Asia Pacific’s main challenge, in addition to moving the business into new markets, was to locate, attract and hire key digital talent to enhance their offerings to local sports fans.
- To date, more than 50% of all beIN Asia Pacific’s hires across Singapore and Australia have been made through LinkedIn.



The Challenge

beIN already had an existing business in Australia and New Zealand, after the company acquired Setanta Sports Australia, which eventually was renamed and became part of beIN Asia Pacific. When the company officially exited from its JV in Asia in January 2016, it quickly expanded its distribution and launched more beIN SPORTS channels, put more investment in acquiring key sports content, and set up its headquarters in Singapore. Since September 2016, it has also been on a major hiring spree.

The challenge has not only been moving the business into new markets, but also expanding its entities, such as beIN SPORTS CONNECT – a direct-to-consumer platform connecting content through mobile and web. This meant the company had to locate, attract and hire key digital talent to help enhance their offerings to local sports fans.

But Alice Foo, Vice President of Human Resources beIN Asia Pacific, said overwhelmingly, the main focus for the HR

team has been essentially building a company from the ground-up.

“I came onboard as employee number five in May 2017, and we literally started from scratch to build our teams. The focus was on building departments, designing a structure fit-for-purpose, and of course identifying the kind of talent we need to help us to grow. It was a blank sheet of paper, and LinkedIn has been a big part of this strategy.”



The Solution

To raise its brand profile and showcase its expansion, culture and business objectives to potential talent, beIN Asia Pacific began working with LinkedIn Talent Solutions. This included the Recruiter License, Job Slots and Career Page.

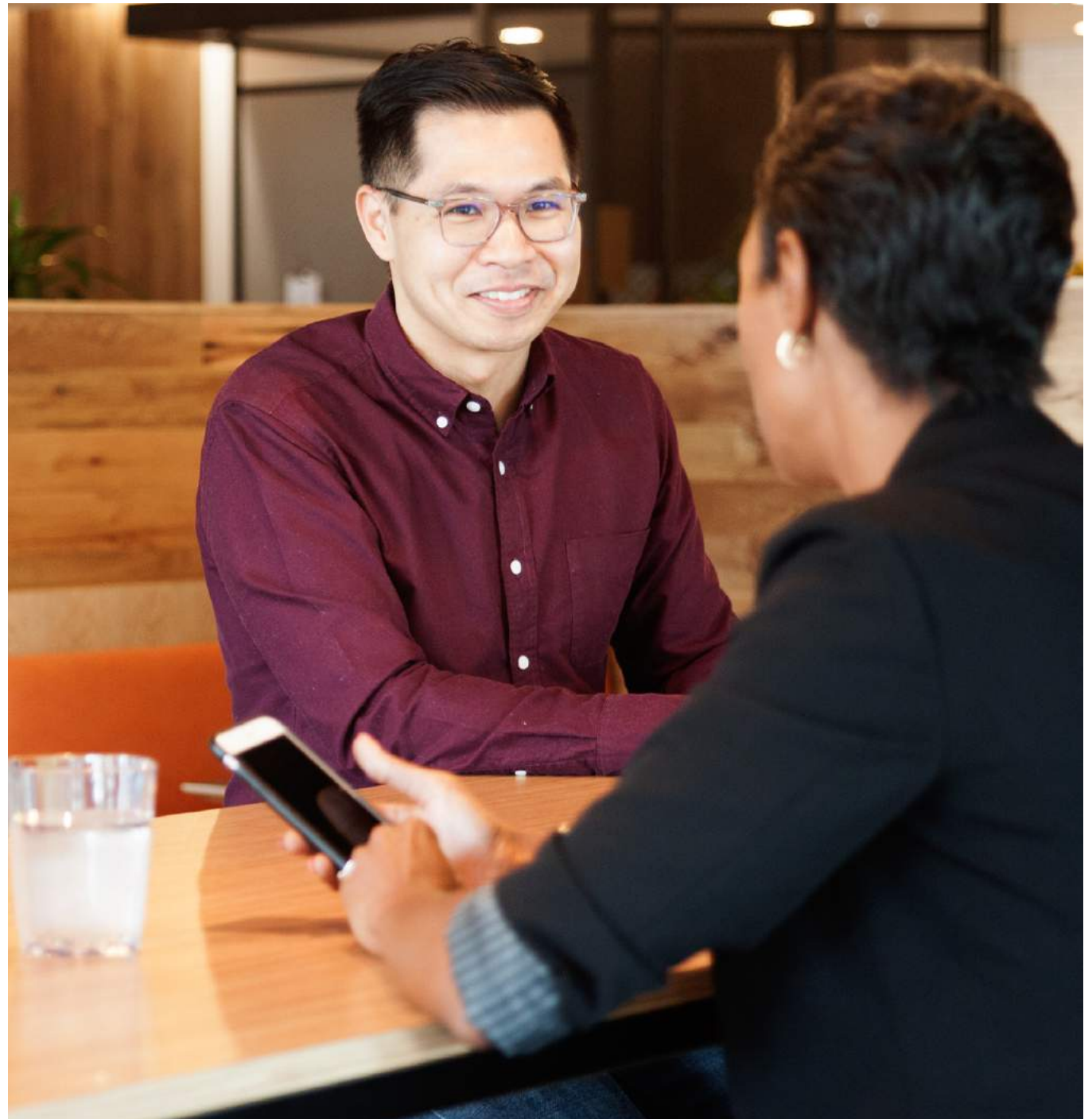
“We were constantly looking at our needs and how to find the right people quickly, and the first thing we thought of was LinkedIn. We recognise the platform offers value and not just for job seekers. From sharing the latest updates in their field to connecting with peers, it’s where like-minded communities get together. This is a perfect place for us to share our company narrative – who we are, what we’re about and our growth ambitions,” said Alice Foo.

Beyond utilising these LinkedIn tools, beIN Asia Pacific also worked closely with their client liaison at LinkedIn to create and tweak their content, to ensure it remained relevant to the specific talent they were seeking. In less than a year, the company has hit many of their ambitious talent acquisition targets, reducing their reliance on job boards and third party recruiters to find niche information security and tech privacy talent, among others.

“Using LinkedIn is a collaboration. It’s a great partnership. LinkedIn provides us with the platform, and we are regularly in touch with them to help monitor our success, but it’s also important that we have people internally who are capable of taking these leads and connecting with talent in the right way.”



Hudson Ng
HR Business Partner



The Results

Using LinkedIn has enabled beIN Asia Pacific to reach more potential candidates – but also narrow in on specific talent from tens of thousands of candidates.

The company page has grown from just 5 to 10 followers in September 2016 to over 3,000 today.

“The progress was almost instantaneous. We signed off with LinkedIn in September 2016 and straight away we had four jobs slots, and we used up all four of them. Within the next month we managed to close about two or three of the roles,” added Hudson Ng, HR Business Partner.

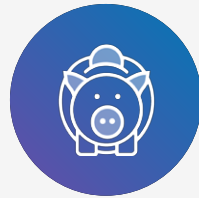
Through this process, beIN Asia Pacific has been able to reduce its spend with recruiters and job board, decrease its time to hire, and increase the quality of hires they are reaching.



Dramatically reduce time-to-fill, taking just **1-2 months** from touching base to accepting job offer



More than **50%** of all hires in Singapore and Australia have been filled through LinkedIn



\$300,000 in savings
across 21 roles saved in the last 12 months



Quality of hire has increased, with up to **40%** of candidates being the right people

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