

AT T U-verse to Televis Barcelona vs. Real Madrid Game Live in 3D

Written by Australian Business

DALLAS, Oct. 25, 2013 /PRNewswire/ -- [AT&T](#) * U-verse® TV will televise the first El Clasico match of the season between Barcelona and Real Madrid, live and in 3D from Camp Nou in Barcelona on Saturday, Oct. 26, at 12 p.m. ET.

Barcelona and Real Madrid are two of the world's most popular and successful soccer clubs and each team's roster is filled with soccer royalty. This will be the first El Clasico for both coaches, Madrid's Carlo Ancelotti and Barcelona's Gerardo Martino, as well as for Barca's Neymar and Madrid's Gareth Bale and Isco.

This special 3D telecast from beIN SPORT will be available to current U450, Sports Package

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and Paquete Espanol AT&T U-verse subscribers. It's also available to subscribers of the U200 Latino, U300 Latino and U450 Latino packages. Subscribers with 3D enabled devices will be able to watch in 3D. Below is information for the match, including details on the special 3D telecast:

- **beIN SPORT**, AT&T U-verse Channels 662 & 3120 in Standard Definition (SD) and 1662 & 3320 in High Definition (HD)

- **Pre-Game Show** begins at 11 a.m. ET. (0:55 minute duration)
- **El Clasico Kick Off Time:** 12 p.m. ET
- **Post-Game Show** at the end of the match – 2:00PM ET (Duration: TBD)

- **beIN SPORT Espanol**, AT&T U-verse Channels 663 & 3119 in SD and 1663 & 3319 in HD

- **Pre-Game Show** begins at 11 a.m. ET. (0:55 minute duration)
- **El Clasico Kick-off Time:** 12 p.m. ET
- **Post-Game Show** at the end of the match – 2:00PM ET (Duration: TBD)

- **Special 3D Telecast**, AT&T U-verse Channels 664, 1664, 3121, and 3321

- **El Clasico Kick-off Time:** 12 p.m. ET

"We are excited to be working with beIN SPORT and beIN SPORT en Espanol to exclusively offer this unique experience to our [AT&T U-verse](#) subscribers, bringing some of the world's top names and teams in soccer to them in 3D for the first time," said

Chris Lauricella

, Vice President, Content, AT&T.

beIN SPORT, the international sports network, follows the world's top soccer leagues and competitions as well as a variety of other sports like rugby, cycling, volleyball and motor sports.

AT&T U-verse TV is the fastest growing TV provider in the U.S. **and was named the Frost & Sullivan's 2013 Video Company of the Year

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AT&T U-verse
also

recently received the Women's Choice Award for the

"

Most Recommended Internet Provider

"

category.

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**Claim based on comparison of major TV providers' percentage growth in subscriber counts and national market share data as of 2Q2013.

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4G LTE speed claim based on national carriers' average 4G LTE download speeds. Reliability claim based on data transfer completion rates on nationwide 4G LTE networks. 4G LTE availability varies.

About beIN SPORT

beIN SPORT, the international sports network, and beIN SPORT en Espanol are the multi-platform sports destinations that bring to the passionate fan all the live games that can't be seen on any other channel, as well as news and analysis of the top leagues around the planet. From American, European and Latin American live games to general sports news and in-depth analysis, beIN SPORT guarantees first row access to top leagues and major sports properties on TV, online or to mobile devices or smartphones via beIN SPORT Play. With beIN SPORT Play, authenticated pay-TV subscribers can enjoy all the exciting action from beIN SPORT and beIN SPORT en Espanol, along with additional live matches via this unique service. For more information, please visit www.beinsport.tv and follow us on Twitter @beINSportUSA for breaking news and real-time updates.

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