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AREWA24 LAUNCHES ON EUTELSAT 16A SATELLITE TO EXPAND ITS FOOTPRINT ACROSS NIGERIA AND THE REGION

Paris, 16 April 2015 – AREWA24, the first-of-its-kind 24-hour free-to-air Hausa-language entertainment and lifestyle channel, announced a multi-year capacity lease with Eutelsat Communications (NYSE Euronext Paris: ETL) on the EUTELSAT 16A satellite. Leveraging the satellite's powerful Ku-band footprint that sweeps across sub-Saharan Africa, the channel is shifting towards a new and higher quality of broadcasting service to solidify its position as Northern Nigeria's premiere Hausa language channel. Under the powerful Eutelsat footprint, AREWA24 extends its reach to Hausa-speaking communities throughout Nigeria and the region, including in Niger, Chad, Burkina Faso, Ghana and Cameroon.

Launched in June 2014, AREWA24 has chosen to upgrade performance using EUTELSAT 16A while continuing playout and other channel services with its teleport partner, Jordan Media City, based in Amman, Jordan. Viewers can now benefit from improved satellite signal quality across Hausa-speaking regions and can also access a variety of popular free-to-air channels available from Eutelsat 16A's rich programming neighborhood

Jacob Arback, President of AREWA24, commented: *"We are extremely proud to bring the finest broadcasting resources to our television channel and to enrich the lives of our viewers by showcasing the beauty, promise and potential of Northern Nigeria to Hausa speakers across Nigeria and West and Central Africa. The choice of the EUTELSAT 16A satellite demonstrates our ongoing commitment to raising the quality bar for our viewers and to partnering with a satellite provider that has long demonstrated its commitment to Africa."*

AREWA24 is also the largest producer of original, high quality television programming in Hausa, the most commonly spoken language in Nigeria and West Africa. The channel's line-up covers music, entertainment, lifestyle, business, employment, arts, sports, chat shows, children's programs, Kannywood films and original dramas. AREWA24's original productions are uploaded weekly to [youtube.com/AREWA24channel](https://www.youtube.com/AREWA24channel),

and the channel benefits from active audience engagement across its digital platforms at AREWA24.com, facebook.com/AREWA24, and twitter.com/AREWA24channel.



AREWA24 installers ready to point customer dishes to EUTELSAT 16A.

Click here for [video](#).

How to receive AREWA24: EUTELSAT 16A, horizontal polarisation, frequency 10804, symbol rate 30000.

About Arewa24:

AREWA24 is Northern Nigeria's first and only 24/7 free-to-air Hausa-language entertainment and lifestyle television channel and digital media network produced locally and fully dedicated to Northern Nigerian life, culture, values, youth, business, arts and family entertainment. AREWA24 launched on June 28, 2014 and serves Hausa speakers throughout Nigeria and the surrounding countries through high-quality television programming and active viewer engagement across digital platforms including AREWA24.com, Facebook, Twitter, and YouTube.

www.arewa24.com

Media contact: info@arewa24

About Eutelsat Communications

Established in 1977, Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is one of the world's leading and most experienced operators of communications satellites. The company provides capacity on 34 satellites to clients that include broadcasters and broadcasting associations, pay-TV operators, video, data and Internet service providers, enterprises and government agencies. Eutelsat's satellites provide ubiquitous coverage of Europe, the Middle East, Africa, Asia-Pacific and the Americas, enabling video, data, broadband and government communications to be established irrespective of a user's location. Headquartered in Paris, with offices and teleports around the globe, Eutelsat represents a workforce of 1,000 men and women from 32 countries who are experts in their fields and work with clients to deliver the highest quality of service.

For more about Eutelsat please visit www.eutelsat.com

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AN KADDAMAR DA AREWA24 AKAN TAURARON DAN ADAM NA EUTELSAT DAN SAMUN BUNKASA A KAFATANIN YANKIN

A ranar 16 Afrilu 2015 – A karo na farko tashar Arewa24 ta fara watsa shirye-shiryen ta na tsawon sa’o’i ashirin da hudu a cikin harshen Hausa don samar da nishadi da sauyin rayuwa. Mun samar da tashar tauraron dan Adam mai matukar karfi da za ta karade yankin kudancin Saharar Afirika, a karkashin (NYSE Euronex Paris ETL) wannan Tashar za ta bunkasa karfin tashar tare da ingatata don sadaukarwa ga mutanen arewacin Nijeriya, musamman masu jin harshen Hausa. Wannan tashar ta Arewa 24 ta sake bunkasa karfin tashar domin kaiwa ko ina a fadin kasar Nigeria da sauran kasashen da suka hada da Burkina Faso, Ghana da ma kasar Kamaru.

An fara watsa shirye-shiryen Arewa24 a watan Yuni 2014, amma a yanzu an sake daga darajarta ta yin amfani da tauraron EUTELSAT 16A, hakanan za mu ci gaba da hulda tare da manyan abokan aikin dake babbar tashar sadarwa ta Jordan Media City dake birnin Amman a kasar Jordan. Masu kallon mu za su ci gaba da shan garasa ta hanyar kallon shirye-shiryenmu kyauta ta kan tauraron dan Adam din da muke koma mai matukar karfi da gamsarwa. Wannan shi zai ba da damar da kowa zai iya kama mu a sako da loko na kasar Hausa. Kuma wannan kayauta ce ba tare da ko sisin kwabo ba, ku dai ku biyo mu akan sabon tauraron da muka yi hijira na Eutelsat 16A domin more shirye shiryen mu masu gamsarwa.

Ga abin da Jacob Arback, Shugaban AREWA24 ya ce “Muna matukar farin ciki da kawo muku wannan tashar mai watsa shirye shirye mafi inganci domin gamsar da masu kallon mu tare da kawo abubuwa masu ban sha’awa, Muna tabbatar muku da cewa mutanen arewacin Najeriya musamman masu jin harshen Hausa a duk fadin kasar da ma wasu sassa na Yammaci da Tsakiyar Afirka, za ku kama mu cikin sauki a kan sabon Tauraron da muka yi hijira wato EUTELSAT 16A, wannan zai bamu damar zama babbar tasha mafi karfi da inganci a nahiyar Afirka.

AREWA24 ta na daya daga cikin tashar talabijin da take samar da shirye-shirye masu inganci, a cikin harshen Hausa mafi shahara a Najeriya da ma yammacin Afirka,. Wannan tashar tana gabatar da shirye shiryen da suka hada da kade-kade, nishadantarwa, rayuwar yau da kullum, Kasuwanci, bunkasa sana’o’i,

labarin wasanni, da shirye-shirye don yara, da Shirye-shiryen Muhawara, haka nan da Fina-finann Hausa da muke kawo muku a kowacce rana, da kuma wasan kwaikwayonmu da muke kawo muku. Arewa24 takan sabunta shirye-shiryenta a kowanne mako a shafin yanar gizo na youtube.com/AREWA24channel, Sannan za ku iya amfana ta hanyar kasancewa da mu a shafin sada zumunta na AREWA24.com, facebook.com/AREWA24, and twitter.com/AREWA24channel.



Ma'aikatan mu a shirye suke dan saita muku kwanukan dish dinku zuwa EUTALSAT 16A

Yanda ake kama AREWA24: EUTELSAT 16A, Horizontal polarization, frequency 10804, symbol rate 30000

DANGANE DA AREWA24

Arewa24 itace tasha ta farko a arewacin nigeria wace take watsa shirye shiryen ta kyauta kuma tsawon awa 24 a sati, kuma cikin harshen hausa. Tana gabatar da shirye shiyen akan da Al'adu da nishadantarwa bisa tsarin hikimar zamani ta digital, kuma wadan nan shirye shirye ana samar dasu ne a nan gida kuma dan yan arewacin nigeria, Rayuwa, Al'adu, matasa da kasuwanci, nishadantarwa dan iyali sune kan gaba, An kaddamar da tashar Arewa24 a watan yuni 28 2014 domin amfanin masu amfani da harshen hausa a fadi da kewayen Nigeria tayin amfani da mafi ingancin fasaha aikin jarida na gidan talabijin, da kuma wasu nau'oin isar da sako na zamani kamar AREWA24.com, Facebook, Twitter, da Youtube

www.arewa24.com

Media contact: info@arewa24

BAYANI AKAN EUTELSAT

An samar da EUTELSAT a shekarar 1977, Eutelsat communications (Euronext Paris: ETL, ISIN code: FR0010221234) sune daya daga cikin jagorori kuma mafi kwarewa harkar sadarwa ta fasahar tauraron dan adam a duniya. Kampanin yana samar da damar watsa shirye shirye na kimanin Tauraro 34 ga masu watsa shirye shirye da kungiyoyin watsa shirye shirye, Gidajen

talabijin na kudi, masu gudanarwa, Video, data, masu samar da Yanar gizo gizo, masu sana'oi da hukumomin gwamnati, Eutelsat yana samar da signal a fadin yankin Turai, gabas ta tsakiya, Afrika, Asia da yankuna Amurka ta hanyar amfani da Video data da kuma broadband, Hedkwatar su tana a birnin Paris hadi da wasu ofisoshi a fadin duniya, Eutelsat na wakiltar tarayyar ma'aikata sama da 1, 000 maza da mata daga kasashe 32 wadan da kwararru ne a bangaren aikinsu domin samar da ingantaccen aikin tauraron dan adam.

Domin karin bayani akan Eutelsat a ziyarci www.eutelsat.com

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