



AREWA24

FOR IMMEDIATE RELEASE

AREWA24 Adds Hausa-language Football Program to Weekly Lineup

January 27, 2015– AREWA24, the first 24/7 free-to-air Hausa-language satellite television channel produced by and for northern Nigerians, announces the addition of a bi-weekly football program to **its** weekly lineup. Produced in High Definition by DSI and dubbed into Hausa by AREWA24, “The Football Review” will feature the latest in premium football content drawn from the Champions League, Premier League, La Liga, Serie A, Bundesliga, Ligue 1, and more. AREWA24 will air new episodes of the hosted program at 8:00 pm on Tuesday and Fridays on Nilesat Satellite platform (Nilesat 102, 12226 MHz).

AREWA24 describes the show as innovative sports viewing, saying: “More than ever before, football fans demand unique insight and analysis. The Football Review is much more than a highlight show. The show's bold, provocative editorial goes beyond conventional reporting, setting the agenda for football discussion.”

AREWA24 Studio Manager and Head Producer on the Football Review Hausa team Mukhtar Musa Bako says: “This show is ground-breaking for Arewa24, as it is our first sports program tied to current events and matches. Nigerians are passionate about their football, and this show will satisfy their appetite by providing Interviews, news and scores from European Leagues that will be translated for the first time into Hausa. Arewa24 is delighted to bring The Football Review to our viewers.”

AREWA24 original and premier programming categories include:

- By youth for youth music, chat, and magazine shows, which develop life skills, give youth a voice, promote young Nigerians’ pride in their culture and celebrate our youth and their contributions;
- Entertainment and lifestyle programs such as, children’s TV, women’s lifestyles, business, employment, cooking, music, sports, art and culture;
- Hausa dramas, films and other productions, including original AREWA24 soaps;
- Culturally-relevant and appropriate programming from around the world, including movies, dramas, comedies and documentaries that AREWA24 is dubbing or subtitling into Hausa.

About AREWA24: AREWA24 (arewa24.com) is northern Nigeria's first and only 24/7 free-to-air Hausa-language entertainment and lifestyle television channel produced locally and fully dedicated to northern Nigerian life, culture, values, youth, business, arts and family entertainment. AREWA24 launched on the Nilesat 102 satellite platform (12226 MHz frequency) on June 28, 2014, with broadcast partners Jordan Media City in Amman and Du Telecom services in Dubai.

For additional information please contact: info@arewa24.com.