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AREWA24 CELEBRATES ITS TWO YEAR ANNIVERSARY SERVING NORTHERN NIGERIA

June 28, 2016 –AREWA24, the 24/7 all-Hausa language entertainment and lifestyle satellite TV channel, production studio and media company, celebrates its two-year anniversary on June 28. Since launching on the eve of Ramadan, 2014, AREWA24 has established itself as the premier channel for authentic and homegrown Hausa content for Northern Nigeria. AREWA24 produces and broadcasts entertaining and locally relevant programming across a variety of popular genres to Hausa speakers across Northern Nigeria and the surrounding countries.

“On this notable occasion, all of us at AREWA24 want to first extend our most sincere thanks and gratitude to our viewers, whose trust and valuable feedback has helped us shape and build AREWA24 in the right way, said Jacob Arback, AREWA24 President. “We also thanks to our loyal advertisers and their agencies and to our strategic partners such as the Nigerian Television Authority (NTA), Eutelsat and Jordan Media City.

“The AREWA24 production and commercial staff has grown by leagues from the channel’s early days to today,” Arback said. “The AREWA24 studio is now producing programming at a quality standard on par with that of the top Nigerian and international channels.”

Mukhtar Musa Bako, AREWA24’s Head of Studio, added, “it’s a special honor to be part of the executive leadership team at the AREWA24 production studio and to witness first-hand the joy and pride in culture that we are able to bring to our viewers every day across Northern Nigeria. It is truly a blessing for all of us who grew up here. We could not be more proud of our staff and their commitment to excellence.”

AREWA24 was launched in 2014 to fill a glaring void of locally-produced Hausa language entertainment and lifestyle programming that reflects with pride Northern Nigerian life, culture, music, film, art, cooking and sports. Today, AREWA24 is available to over 80 million Hausa speakers in Nigeria and West Africa through its free-to-air broadcast on Eutelsat satellite. Additionally, all episodes of AREWA24’s original shows are available for free on YouTube and through the company’s mobile app. The AREWA24 digital, social media and mobile platforms create a vibrant community that is thoroughly engaged with its all Hausa language content and shares its mission.

AREWA24 currently produces 13 original series at its production studios in Kano, including the award-winning original drama, “Dadin Kowa;” a daily Breakfast Show; “Kundin Kannywood,” a behind the scenes look at the film industry; a culture variety show, “Waiwaye; a youth magazine, “Matasa@360;” “Alawar Yara” for children; “Tauraruwa” featuring women’s role models; plus two popular music-oriented series, “H Hip Hop” and “Top 10.” Other series include, “Taka Leda” (kickoff) and “Football Review,” the channel’s two sports formats; a cooking show and “Daga Masu Kallon Mu,” which answers questions from AREWA24’s viewers. The channel’s new original primetime series, “Wedding Bells,” debuts in the fall and follows a select group of couples through the trials, tribulations and joys of tying the knot.

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AREWA24's valued advertising partners include: Airtel, Cadbury, Coca Cola, Dangote Cement, Dangote Salt, Dano, Hypo, MTN, Malta, Maltina, Nestle, Peak Milk, PZ Cussons, Tastic, Turkish Airlines and Unilever.

About AREWA24: AREWA24 (arewa24.com) is the country's first and only 24/7 free-to-air Hausa-language satellite television channel produced locally and fully dedicated to Northern Nigerian life, culture, youth, business, arts and family entertainment. AREWA24's dedication to promoting Hausa-language television content has filled a gap for Hausa speakers around the world, many of whom are also tuning in to AREWA24.com's digital online viewing platforms as a way to connect with their culture and with global communities. AREWA24's original productions are uploaded weekly to youtube.com/AREWA24channel, and the channel benefits from active audience engagement across its digital platforms at AREWA24.com, facebook.com/AREWA24, Instagram.com/AREWA24channel, and twitter.com/AREWA24channel. AREWA24 is available on EUTELSAT 16A, horizontal polarization, frequency 10804, symbol rate 30000 and on the ACTV distribution platform. AREWA24's broadcast partners include Jordan Media City, and Eutelsat.

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