



AREWA24

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## AREWA24 Launches Digital Platform to Showcase its Original Programming to the Local and Global Hausa-Speaking Communities

**October 1, 2014** –AREWA24, the first 24/7 free-to-air Hausa-language satellite television channel produced by and for northern Nigerians, announces the debut of its media-rich digital platform, [arewa24.com](http://arewa24.com), as well as its Facebook page ([www.facebook.com/arewa24](http://www.facebook.com/arewa24)), YouTube channel ([www.youtube.com/Arewa24Channel](http://www.youtube.com/Arewa24Channel)) and Twitter handle (@AREWA24Channel). AREWA24's digital platform and social media presence complement the AREWA24 free-to-air television channel that launched on the Nilesat Satellite platform (Nilesat 102, 12226 MHz) on June 28, 2014.

AREWA24's television and digital platforms are focused on producing and showcasing authentic Hausa-language content that enriches the lives of television and online viewers and showcases the beauty, promise and potential of northern Nigeria across Africa, the Middle East, and worldwide.

Mukthar Musa, AREWA24's Studio Manager, says, "AREWA24 Digital not only complements the 24/7 AREWA24 television channel, it also provides our viewers with fresh, original programming and keeps our community up to date on the channel's activities and engagement in our northern Nigeria market. Our new digital platform connects AREWA24 with Hausa-speakers everywhere."

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 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](http://arewa24.com)) is Northern Nigeria's first and only 24/7 free-to-air Hausa-language 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.

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