



AREWA24

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## New 24/7 Free-to-air, Hausa-language Satellite TV Channel Launches in Northern Nigeria on Nilesat

June 28, 2014 – Equal Access to Knowledge Development Initiative ("Equal Access Nigeria") announces the launch of **AREWA24**, the first Hausa-language free-to-air satellite television channel locally produced by and for northern Nigerians and fully dedicated to the people, cultures and values of northern Nigeria and the Hausa-speaking sub-region. AREWA 24 officially launched on June 28 at 6:00 pm local time and is broadcast free to air on the Nilesat satellite platform (Nilesat 102, 12226 MHz). Produced locally by a team of over 50 Nigerian media professionals and through partnerships with Dabo TV and Amara Studios, this general entertainment channel celebrates the cultures, lifestyle, music and themes of northern Nigeria.

AREWA24 and Equal Access Nigeria are excited about the promise of the channel to deliver entertaining and inspiring programming for youth, women and men across the region. With a slate of original and premier programming, AREWA24's goal is to create an authentic Hausa-language television platform that enriches the lives of northern Nigerian viewers and projects the beauty, promise and potential of northern Nigeria across Africa, the Middle East and worldwide.

*Sani Muazu, Head of Production explains, "Dr. Maitama Sule, Dan-masanin Kano, used to say in Hausa that 'every bird sings its mother's song.' AREWA24 is our chance to sing our song, so the whole world can see how gifted Arewa people are and appreciate the beauty and values in our diverse cultures. I lead a team of northern Nigerian television professionals who are gearing to raise the standard of television in this country and make all 'yan Arewa proud in having a channel that truly portrays them for who they are."*

We have been speaking with young people, women and men in Kano, Kaduna, Katsina, Jos and elsewhere in northern Nigeria about AREWA24. Some of the comments they have shared with us include: ***We want to take our role in leading. This is our chance to reflect our vision for a positive and productive future free of violence. Maybe now, the world will see our gifts and the beauty of our culture. We are ready to be pioneers.***

AREWA24 original and premier programming includes:

- Youth magazine and chat shows, which develop life skills, give youth a voice, promote young Nigerians' pride in their culture, and encourage entrepreneurship, collaboration and mutual respect;
- Entertainment and enrichment programs, such as children's TV, women's lifestyles, sports, music, culture, and cooking;
- Hausa dramas, films and other video productions, including documentaries; and
- Culturally-relevant and appropriate programming from around the world, including movies, dramas, and documentaries, that will be dubbed or subtitled into Hausa.

AREWA24 will soon expand across mobile, social media and other distribution and digital platforms.

**About AREWA24:** AREWA24 is Northern Nigeria's first and only free-to-air Hausa-language television channel locally produced and fully dedicated to northern Nigerian life, culture, values, youth, business, arts and family entertainment. Equal Access officially launched the AREWA24 channel on the Nilesat 102 satellite platform (12226 MHz frequency) with broadcast partnerships with Jordan Media City in Amman and Du telecom services in Dubai.

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