



## **NTA AND AREWA24 ANNOUNCE INNOVATIVE PROGRAMMING PARTNERSHIP**

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**April 12, 2016** – The Nigerian Television Authority (NTA) and AREWA24, the all-Hausa language entertainment and lifestyle satellite TVchannel, announce a broad programming partnership agreement involving all 17 NTA terrestrial broadcast stations across Northern Nigeria. Under the groundbreaking content-sharing agreement, Northern Nigerian NTA stations will broadcast a selection of AREWA24’s most popular original shows, including the channel’s award-winning dramatic series, "Dadin Kowa," and four other programs. The NTA and AREWA24 share a common interest in providing Northern Nigerian audiences with the most popular, locally-relevant and highest quality Hausa-language entertainment programming. Initial NTA launch markets include: NTA-Abuja, NTA-Bauchi, NTA-Kaduna, NTA-Kano, NTA-Maiduguri and NTA-Sokoto, with other stations rolling out in the coming months.

Says Maxwell Loko, Managing Director, NTA Television Enterprises, "This new content-sharing partnership with AREWA24 allows our Northern Nigerian NTA stations to continue providing their viewers with original, high quality and popular Hausa language programming across a variety of genres and formats."

In addition to Dadin Kowa, the initial slate of original AREWA24 programming to be aired on the NTA stations includes "Kundin Kannywood," a behind-the-scenes look at Kannywood, its actors, directors and influencers; "Alawar Yara," a children’s show; "Matasa@360," a weekly magazine series that explores contemporary youth culture in Northern Nigeria from diverse perspectives; "Waiwaye," a magazine show focused on arts and culture; "Tauraruwa," a chronicle of female role models from diverse walks of life; and, "Zafafa Goma" (Top-10), the channel’s music countdown program hosted by AREWA24’s own Hausa Hip Hop star, Nomiis Gee.

"AREWA24 is excited to work with the NTA to bring some of our best original programming to NTA audiences throughout the North," notes Channel Promotion & Development Manager, Kabiru Riruwai who is managing the partnership from the AREWA24 side. "Due to the extensive reach of the NTA network and its historical significance across the country, this programming partnership gives Northern Nigerians from all walks of life access to high quality and locally relevant Hausa language entertainment and lifestyle programming," continues Riruwai.

Celestine Umeibe, AREWA24’s Head of Commercial Operations, added, "This content-sharing partnership with the NTA is a clear win-win arrangement for both parties and is consistent with our shared mission of further developing media in Northern Nigeria."

AREWA24 currently produces 13 original series at its production studios in Kano, including Dadin Kowa, a daily Breakfast Show, Kundin Kannywood, Waiwaye, Matassa@360, Alawar Yara and Tauraruwa (Role Models); plus two music-oriented series, H Hip Hop and Top 10. Other series include, Taka Leda, the channel’s leading sports format and Akushi Da Rufi, a cooking show.

**About the NTA:** The NTA’s mission is to influence, promote, sustain and improve Nigeria’s positive societal values through social, cultural, economic, political and technological programs; to serve as a

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means of impacting knowledge through educational, informative, and entertaining programs; and to preserve Nigerian culture and promote cultural and political awareness in the country and beyond. Today, the NTA ([www.nta.ng](http://www.nta.ng)) boasts 101 stations following the 2002 decision by the Federal Government of Nigeria to further expand television services for wider reception, especially in the rural areas. These developments have given NTA the status of the largest network in Africa.

**About AREWA24:** AREWA24 ([arewa24.com](http://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](https://youtube.com/AREWA24channel), and the channel benefits from active audience engagement across its digital platforms at [AREWA24.com](http://AREWA24.com), [facebook.com/AREWA24](https://facebook.com/AREWA24), [Instagram.com/AREWA24channel](https://Instagram.com/AREWA24channel), and [twitter.com/AREWA24channel](https://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, Eutelsat and Globecast.

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