

AREWA24 LAUNCHES NEW SPORTS DIVISION, BRANDED AS “A24 SPORTS”

February 7, 2017 – AREWA24, the 24/7 all-Hausa language entertainment and lifestyle satellite TV channel, production studio and media company, announces the launch of a new programming division, “A24 Sports.” Since the channel’s launch in 2014, AREWA24 has established itself as the premier channel for authentic and homegrown Hausa language content for Northern Nigeria. The creation of A24 Sports is consistent with the channel’s dedication to bringing the best local entertainment and lifestyle programming content to its viewers. The new A24 Sports division will increase its production of original sports series and short-form interstitial content, and add several new titles to its slate of licensed, high-quality international programming to be dubbed into Hausa.

“Nigerians love their football and sports,” said Jacob Arback, AREWA24 President. A24 Sports will offer a diverse array of new sports programming to complement its two current and popular sports shows, *Take Leda* and *Football Review*. The new slate of original programming will focus on Northern Nigerian teams, athletes and coaches and will bring our viewers behind the scenes with their favorite teams and athletes. While football and basketball will lead the way, A24 Sports will cover other popular sports and their star athletes as well as topics including athletic lifestyle, training and fitness, nutrition and building character in our youth – boys and girls - through participation in sports.

In addition to the production of new series and other content here in Northern Nigeria, A24 Sports has also added three newly acquired international series to the broadcast schedule: *In The Name of Good* is a series that explores how a variety of international sports stars, such as Didier Drogba, Aaron Mokoena and Samuel Eto’o, give their time to support those in need, demonstrating leadership, inspiration and good will. *Clubland* takes an in depth look at the history, legendary players, coaches and games of the top premier league football teams. And, *Legends* is a limited series profiling the legendary careers of some of the world’s best known athletes, including Muhammad Ali, Tiger Woods, and others.

“The AREWA24 production and commercial staff has grown by leagues from the channel’s early days to today,” said Celestine Umeibe, who heads up AREWA24’s Commercial operations. “With such growth comes an obligation to our viewers to



continue bringing them their favorite entertainment programming. The love of football and sports in Northern Nigeria and across the country unites all of us and from all walks of life, from all parts of the country and across all language groups and religions.”

A24 Sports also recognizes its community mission to support and promote Nigerian and, specifically, Northern Nigerian teams, athletes, coaches and those behind the scenes who are working so hard to grow youth and adult participation in sports and cultivate a life-long interest in athletics and a healthy lifestyle.

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 Eutelsat satellite free-to-air broadcast, and on the Multichoice pay platforms, DSTV (channel 261) and GOtv (channel 101). 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.

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, sports, drama, 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 DStv (Channel #261), GOtv (Channel #101) and on EUTELSAT 16A, horizontal polarization, frequency 10804, symbol rate 30000. AREWA24's broadcast and platform partners include Multichoice-Nigeria, Eutelsat and Jordan Media City.

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