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AREWA24 launches on EUTELSAT 16A satellite to expand footprint across Nigeria and surrounding regions

Photo: AREWA24 installers ready to point customer dishes to EUTELSAT 16A.

Paris, 16 April 2015 – AREWA24, the first-of-its-kind 24-hour free-to-air Hausa-language entertainment and lifestyle channel, announces a multi-year capacity lease with Eutelsat Communications (NYSE Euronext Paris: ETL) on the EUTELSAT 16A satellite. Leveraging the satellite's Ku-band footprint that sweeps across sub-Saharan Africa, the channel is shifting towards a new and higher quality of broadcasting service to solidify its position as Northern Nigeria's premiere Hausa language channel. The powerful footprint of EUTELSAT 16A enables AREWA24 to extend its reach to Hausa-speaking communities throughout Nigeria and the region, including Niger, Chad, Burkina Faso, Ghana and Cameroon.

Launched in June 2014, AREWA24 has chosen to upgrade performance on EUTELSAT 16A while continuing play-out and other channel services with its teleport partner, Jordan Media City, based in Amman, Jordan. Viewers can now benefit from improved satellite signal quality across Hausa-speaking regions and can also access a variety of popular free-to-air channels available from EUTELSAT 16A's rich programming neighbourhood

Jacob Arback, President of AREWA24, commented: *"We are extremely proud to bring the finest broadcasting resources to our television channel and to enrich the lives of our viewers by showcasing the beauty, promise and potential of Northern Nigeria to Hausa speakers across Nigeria and West and Central Africa. The choice of the EUTELSAT 16A satellite demonstrates our ongoing commitment to raising the bar for our viewers and partnering with a satellite provider that has long demonstrated its commitment to Africa."*

AREWA24 is also the largest producer of original, high-quality television programming in Hausa, the most commonly spoken language in Nigeria and West Africa. The channel's line-up covers music, entertainment, lifestyle, business, employment, arts, sports, chat shows, children's programmes, Kannywood films and original dramas. 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, and twitter.com/AREWA24channel

Video : How to receive AREWA24: EUTELSAT 16A, horizontal polarisation, frequency 10804, symbol rate 30000.



[Watch video on YouTube here](#)

About Arewa24:

AREWA24 is Northern Nigeria's first and only 24/7 free-to-air Hausa-language entertainment and lifestyle television channel and digital media network produced locally and fully dedicated to Northern Nigerian life, culture, values, youth, business, arts and family entertainment. AREWA24 launched on June 28, 2014 and serves Hausa speakers throughout Nigeria and the surrounding countries through high-quality television programming and active viewer engagement across digital platforms including AREWA24.com, Facebook, Twitter, and YouTube.

www.arewa24.com

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About Eutelsat Communications

Established in 1977, Eutelsat Communications (Euronext Paris: ETL, ISIN code: FR0010221234) is one of the world's leading and most experienced operators of communications satellites. The company provides capacity on 34 satellites to clients that include broadcasters and broadcasting associations, pay-TV operators, video, data and Internet service providers, enterprises and government agencies.

Eutelsat's satellites provide ubiquitous coverage of Europe, the Middle East, Africa, Asia-Pacific and the Americas, enabling video, data, broadband and government communications to be established irrespective of a user's location.

Headquartered in Paris, with offices and teleports around the globe, Eutelsat represents a workforce of 1,000 men and women from 32 countries who are experts in their fields and work with clients to deliver the highest quality of service.

For more about Eutelsat please visit www.eutelsat.com

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