

Media Release

Monday 3 April, 2017



SBS Arabic24 launches 24/7 Digital TV

SBS today (4pm) launches **SBS Arabic24** live on Digital TV, available to listen on channel 36. Now Australia's leading Arabic language radio station, the additional platform, which currently reaches more than 90% of Australian homes, aims to connect further with the growing Arabic-speaking community.

Since its launch on 7 March 2016, SBS Arabic24 has drawn significant audience growth on air and online and recent research* indicates that the service is the most trusted by Arabic speaking Australians, offering a distinctive service and impartial destination focusing on life in Australia, with global and local perspectives on world news.

Listeners can find out how to tune in to [SBS Arabic24 DTV here](#) and view the full [schedule here](#) - highlights include:

Good Morning Australia

Weekdays, 6am-8am

Breakfast show hosts Ghassan Nakhoul and Sylva Mezher bring listeners all their morning news. The live two-hour show is a meeting place of perspectives, ideas and voices, with a uniquely Arabic-Australian take on the issues that matter to the community.

Al Bayt Baytak

Weekdays, 8am-11am

Hosts Diala AlAzzeh and Saleh Saqqaf help listeners navigate all the latest 'talk of the town' from around Australia and the Arabic world.

Marhaba Australia

Weekdays, 4pm-7pm

Host Heba Kassoua and the SBS Arabic24 afternoon team welcome listeners in for an interactive on-air and online conversation about the day's news and events.

Stay tuned to SBS Arabic24 via live streaming or catch up: sbs.com.au/Arabic; On Digital Radio: simply search for the station name SBS Arabic24; via the SBS Radio App available on App Store or Google Play.

ENDS

*Source - McNair Ingenuity Research surveyed over 400 participants of the Arabic-speaking community in Sydney and Melbourne, between Nov-Dec 2016.