

# Media Release

Tuesday 7 March, 2017



## SBS Arabic24 marks first anniversary with the launch of 24/7 digital TV

To celebrate the one year anniversary of **SBS Arabic24**, SBS today announces that the service will be available on digital TV from 3 April 2017.

Since its launch on 7 March 2016, SBS Arabic24 has drawn significant audience growth on radio and online, offering Arabic speaking Australians and communities an impartial destination focusing on life in Australia, with global and local perspectives on world news.

SBS Director of Audio and Language Content, Mandi Wicks, said: “SBS Radio continues to play a vital role for Australia’s multicultural communities and we’re thrilled with SBS Arabic24’s growth and achievements across the last twelve months.

“We continue to explore new ways to connect diverse audiences with our distinctive multiplatform services and look forward to reaching more Arabic speaking Australians through the digital TV platform from April.”

To mark today’s anniversary, SBS Arabic24 is bringing audiences a special day of programming in the community and in studio and kicked off the celebrations at 6am with breakfast show hosts **Ghassan Nakhoul** and **Sylva Mezher** live from Centenary Square in Parramatta in Sydney.

Throughout the day presenters are taking a nostalgic trip, revisiting the launch of the service and also some of the biggest news stories from across the year. Coverage of the Yazidi refugees’ arrival in Wagga Wagga, an interview with MP Ann Ali and many other memorable interviews also feature as part of the anniversary programming.

Today from 5pm, the evening show welcomes a live session from the strumming harmonious melodies of the **Mesopotamian Trio**, three Iraqi musicians who shed light on the musical essence of their homeland.

Stay tuned to SBS Arabic24 via live streaming or catch up: [sbs.com.au/Arabic](http://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.

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