



## **MEDIA STATEMENT**

### **SABC TO BROADCAST THE 2018/2019 CHAMPIONSHIP MATCHES OF ABSA PREMIERSHIP AND THE PREMIER LEAGUE**

**Johannesburg - Friday, 10 May 2019** - The South African Broadcasting Corporation (SABC) is pleased to announce that it will broadcast the ABSA Premiership and the Premier League 2018/2019 title deciding matches this coming weekend.

This bumper sporting weekend will see SABC Sport broadcasting the Orlando Pirates vs Polokwane City match on SABC 1 at 14h30 on Saturday in the ABSA Premiership League. With all ABSA Premiership matches kicking off simultaneously at 15h00, SABC Sport will be providing live updates of the other matches including the other title deciding match between Free State Stars and Mamelodi Sundowns.

On Sunday at 16h00 on SABC 3, Manchester City will play against Brighton & Hove Albion in the final match of the Premier League.

SABC Sport will also broadcast the trophy presentations and crowning of the 2018/2019 season champions for both league races on Saturday and Sunday respectively.

It has been a neck and neck race to the titles for these leagues over the last four months and SABC has been able to showcase both leagues live on SABC 1 and SABC 3 respectively.

In August 2018, SABC Sport launched the broadcast of the Premier League which is one of the world's best football leagues. The acquisition of the Premier League has been a success story which has surpassed all expectations. The SABC has been able to show the race to the title with many exciting matches, with the Manchester United vs Brighton and Hove match peaking at 1 million audiences during the season.

In regards to the ABSA Premiership, SABC 1 has been able to bring some of the most exciting matches from this season which has attracted a large television audience. Most notable this season, was the broadcast of both Soweto derby matches between Orlando Pirates and Kaizer Chiefs, delivering an average of four million TV audiences on SABC 1. In addition, the Mamelodi Sundowns vs Orlando Pirates match on the 10<sup>th</sup> of November 2018 reached almost three million audiences.

The SABC operates in a very competitive sport market and remains committed to ensuring that the best of local and international football is accessible to our audiences, and football lovers can look forward to a weekend of exciting football matches and analysis by our world class sporting commentators.

**END**

**Issued By:                    Group Communications**

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