



MEDIA STATEMENT
SABC NEWS REPOSITIONS AND REBRANDS PROGRAMMING

Johannesburg, Friday, 01 June 2018 –The South African Broadcasting Corporations (SABC) is pleased to announce that SABC News is reimagining and rebranding its programming across its television, radio and online platforms. These exciting changes are to keep up with the fast evolving broadcast environment and emerging digital opportunities. This will position SABC News as a premium source of news in South Africa and the continent.

From Monday, the 04th of June 2018, our audiences can look forward to anew image that presents a localised and yet globally apt look and feel. Our fresh image will accentuate our new philosophy of being an accessible, Pan African and innovative brand whose editorial identity is defined by social consciousness. The new image reflects African-inspired original tapestries, representing the different yet unified cultures; and the artwork features beads and patterns that celebrate being African.

SABC audiences can expect compelling content in our line up, with Morning Live transforming into a pacey format that sets the tone for the news day. Broadcasting on the SABC News Channel and SABC 2, the show will deliver a unique perspective on general news, market issues, politics, sports news, real time traffic report and more. Other programming changes on the SABC News Channel include: *The Agenda* which will replace Newsroom. Previously called the Midday Report, *On Point* will focus on the general news of the day in depth, informing the viewers on further developments on stories of the day. This will be followed by *SA Today*, which will give audiences a window to issues affecting South Africans in all corners of the country. The Prime Time show becomes *The Full View*; and finally our audiences can look forward to *The Globe*, as we bring them the story of the world we live in.

Weekend schedules are also packed with exciting programming; which will be rolled out in July 2018, as we reveal our transformed current affairs offering.

SABC News on all radio platforms will have a distinct signature tune for news bulletins that will reflect the identity of their premium news source.

Commenting on the repositioning journey, Group Executive of News and Current Affairs, Ms Phathiswa Magopeni stated “SABC News is the largest news brand in the country; and there is no better way to affirm our role and impact on South Africans than to reimagine and transform our brand to speak to the soul of the nation in a way that is balanced and unrestrained.”

Whilst fulfilling its mandate, the SABC strives to portray South African stories in the context of a maturing democracy through enriching and compelling content that is accessible to all.

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