



## **MEDIA RELEASE**

Tuesday, 21<sup>st</sup> August 2018

### **THE WORLD'S BEST FOOTBALL LEAGUE KICKS OFF ON SABC 3**

The landscape of Saturday afternoon football viewing will not be the same again as football fans are in for a treat starting this Saturday, 25<sup>th</sup> August 2018.

SABC Sport & SABC 3 proudly brings the English Premier League known as **the Premier League** every Saturday afternoon at **16h00**. The Premier League live matches will kick off with the much anticipated clash of this weekend, the London derby between: **Arsenal vs. West Ham United** live on SABC 3 at 16h00.

SABC is increasing its soccer offering on Saturday afternoons with SABC1 being the home of local soccer with live matches from the PSL, SABC radio stations providing commentary in all South African official languages and now SABC 3 will be offering live Premier League matches.

Viewers will be able to catch the preview of all the weekend's Premier League fixtures with the Premier League Preview Show on Saturdays at 15h00, followed by a live studio build up at 15h30 before the live match kick-off at 16h00 on SABC 3.

Every Tuesday at 23h30 on SABC 3, The Premier League Review Show will showcase all the highlights, all goals, post-match interviews and the drama from all the Premier League matches of the past weekend.

"SABC 3 is going to provide South Africans who love sports and in particular, soccer, the opportunity to access some of the greatest teams in the world in one of the biggest leagues globally for free. The Premier League has a strong brand equity that we believe will contribute towards the building of the SABC 3 brand." – said David Makubyane, GM: SABC TV Channels

The Premier League is a property that will assist in delivering a huge appetite for international football for SABC 3 audiences. This also delivers to the SABC Sport strategy, being the only window that brings the world's best sport content to our nation, by making the Premier League available to all. The live games will kick off at 16h00 now and will change to 17h00 during the SA Summer due to the time difference between SA and the UK.

In the next few weeks, viewers can look forward to the following EPL fixtures on SABC 3:

MATCH	DATE	TIME
Arsenal vs. West Ham United	25 August	16:00 SA local time
Burnley FC vs. Manchester United	02 September	16:00 SA local time
Manchester United vs. Fulham	15 September	16:00 SA local time
Liverpool FC vs. Southampton FC	22 September	16:00 SA local time

The action does not stop with the live matches, football lovers can catch the following content on SABC 3:

**The Premier League Preview Show:** Saturdays, 15:00 - 15:30

**Build Up to the live match by SABC Sport:** Saturdays, 15:30 – 16:00

**Live Premier League matches:** Saturdays, from 16h00

**The Premier League Show:** Tuesdays at 23:30

“Football is a sport that connects the world. It enjoys a broad and diverse fan base that transcends race, social standing and borders. SABC is proud to introduce this universal sport to all South Africans. We are happy to bring two of the world's best football leagues to our audiences on Saturday afternoons, with our local league, the PSL on SABC 1 and the Premier League on SABC 3. With this much anticipated offering, SABC re-affirms its position as the leading Public Broadcaster on the Continent.” – said Renee Williams, Acting Group Executive SABC Sport

Stay tuned to SABC 3 as it opens its stage to the Premier League from this Saturday, 25<sup>th</sup> August 2018 on SABC 3, The Stage is Yours. The Premier League is proudly brought to you SABC Sport.

ENDS.

For media queries please contact:

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