



MEDIA STATEMENT

SABC 3's 'THE BOLD AND THE BEAUTIFUL' TO COME OFF THE SCHEDULE

Johannesburg, Saturday, 2 March 2019- The South African Broadcasting Corporation (SABC) would like to announce that SABC 3's soapie *'The Bold and The Beautiful'* will no longer be broadcast on the channel, effective 4 March 2019.

From 4 March 2019, SABC 3 will broadcast a News and Current Affairs programme, *Democracy Gauge* at 17h30. This will be followed by the local sitcom, *'Taryn and Sharon'* at 18h00 and local drama *'Keeping Score'* at 18h30.

The decision to remove *'The Bold and the Beautiful'* was taken as a result of the property's poor return on investment whilst the financial investment to acquire the property kept increasing. In response to the current financial challenges facing the SABC, the channel is implementing a programming strategy which seeks to ensure that it provides compelling and entertaining programming, that resonates with audiences.

'The Bold and the Beautiful' debuted on the SABC screens in September 1997 and has been on-air for the past 21 years. The SABC would like to thank all the viewers who have shown unwavering support to the show since its debut.

SABC 3 would like to assure the public that with the channel's evolution, viewer and stakeholder needs remain important.

End

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