



Media Statement

04 December 2019

SABC 3'S NEW STRATEGIC DIRECTION

The South African Broadcasting Corporation's (SABC) commercial television channel, SABC 3, has embarked on a process to review its overall performance regarding the schedule's key pillars and programming investments. This review is in line with the channel adapting to the current changes in the media landscape and the increase in audience and revenue performance targets.

This review exercise is being undertaken in line with the SABC 3's turnaround plan, with the intention to deliver and become a competitive and commercially viable public commercial service platform, through compelling and relevant content.

The recent programme changes on the channel are part of this review. The channel, through its strategic plans, will continue to commission concepts in line with market consumption patterns and needs analysis.

The channel will provide local producers more opportunities as we celebrate being locally relevant and globally present.

Viewers are invited to stay tuned for more exciting new content on the channel in the new year.

SABC 3 "The Stage is yours – OWN IT."

ENDS.

Issued by SABC 3

For media queries and interview requests contact:

Zandile Nkonyeni

Head of PR: SABC TV Channels

Tel. (011) 714 5343 | Mobile: 073 135 1841 | Email: nkonyenizg@sabc.co.za