



MEDIA STATEMENT

SABC SPORT SCORES BIG WITH A DOUBLE HEADER OF THE FA COMMUNITY SHIELD

Johannesburg - Wednesday 26 August 2020 - [SABC Sport](#) is pleased to announce that it will be broadcasting a doubleheader of the FA Community Shield on Saturday, 29 August 2020. For the first time ever, SABC Sports audiences will view the live broadcasts of both the Women's and the Men's Community Shield matches live on SABC 3.

The Women's Community Shield match will see the 2019/2020 Women's Super League champions, Chelsea FC, go up against the 2019/2020 FA Cup Women's champions Manchester City FC at Wembley Stadium. This match will be the precursor to SABC Sport's coverage of the Women's FA Cup semifinals and finals in late September and November.

The FA Community Shield doubleheader will also be streamed live via the SABC Sport's livestream portal in a quest to continually enhance the audience viewing experience. The portal will go live on Saturday, 29 August and will carry highlights content from the men's FA Cup final, the build-up to the Women's Chelsea FC vs Manchester City FC match at 13h00, and the match kick-off at 13h30. This will be followed by the Men's Arsenal FC vs Liverpool FC match build-up at 17h00, and kick-off at 17h30, including the trophy presentation at the end of the match.

SABC Sport General Manager, Gary Rathbone commented "Following the successful broadcast of the FA Cup final in July, SABC Sport is proud to showcase the very best of Women's football and balancing the gender playing field by offering our audiences a world-class football feast this coming Saturday. SABC Sport continues to demonstrate its unswerving commitment to reengineering itself into a sports broadcaster for the future with the SABC Sport livestreaming portal."

SABC Sport will continue to explore new and diverse sporting content to foster engagement from its existing audience base and appeal to new football-loving fans. Since the introduction of the FA Cup Matches on SABC 3, the overall audience performance has increased, setting

new standards in providing universal access and reaching audiences across all corners of the country. This has been evident in an audience growth of 189% for the final played between Arsenal and Chelsea and an overall channel growth of 76%.

SABC Sports is committed to prioritising Women's sport on all our platforms.

Visit [SABC Sport](#) online at www.sabcsport.co.za, or find us on the following social media platforms:

Streaming portal: sabcsportonline.co.za

Facebook: SABCSport

Twitter: @SportatSABC

Instagram: SABCSport

‘SABC SPORT – FOR THE LOVE OF THE GAME’

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*** The SABC has the Free to Air broadcast rights for the FA Cup for the new season. SABC Sport will broadcast all 17 matches live! The 2020/21 FA Cup season will start in November 2020 with the final match played in May 2021 at Wembley Stadium.**

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