



## **MEDIA STATEMENT**

### **SABC 2 DIVERSIFIES ITS DRAMA OFFERING**

**Johannesburg - Wednesday, 27 January 2021** - The South African Broadcasting Corporation is aware of a petition circulating on social media platforms, in a bid to halt the Corporation's television channel, SABC 2 from reducing the broadcast of the popular soap *7 de Laan* to three days per week.

On Friday, 22 January 2021, SABC 2 announced that the channel will introduce *Die Sentrum*, a telenovela which aims to highlight the intricacies of human interaction and reasoning in a South African context. *Die Sentrum* will debut on 8 April 2021 at 18h00, Thursday to Friday. The addition of *Die Sentrum* will see *7 de Laan* airing three times a week, Mondays to Wednesdays at 18h00 from 05 April 2021.

This change forms part of the SABC 2's channel strategy to increase and diversify its drama offering and provide audiences with entertaining, fresh, diverse and relevant local content. This will also enable SABC 2 to showcase different stories which represent the diversity of our nation. The new programme also offers more opportunities for independent producers to bring their creative works to the channel.

It must be noted that the SABC's programming strategy is informed by viewership statistics as supplied by the Broadcast Research Council of South Africa. This industry body measures the success and popularity of TV programming in South Africa that the SABC considers when making any programme decisions. Viewers can therefore be assured that they will not lose *7 de Laan* as it will still broadcast from Monday-Wednesday.

The SABC, as a public service broadcaster, is mandated to provide South African citizens with diverse programming in their native languages. Therefore, the diversification of Afrikaans programme offering is a demonstration of its commitment to fulfilling this mandate.

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