

BBC Arabic is now in North Africa

Yahlive, the UAE-based satellite broadcaster, has strengthened its partnership with BBC, by extending its reach to Arabic-speaking audiences in Maghreb (North Africa). This means, BBC Arabic will now be accessible to 42 million viewers in North Africa.



Image source: Gallo/Getty.

Ammar Baranbo, COO, Yahlive commented: “The Arabian Maghreb has been a key focus for us. We are thrilled to increase our channel offering, giving our Arabian Maghreb viewers even greater choice of quality content and channels. This partnership is in line with our strategy to bring relevant, most watched content to each of the culturally diverse communities under our coverage”.

Yahlive, a joint venture between SES and UAE-based Yahsat, beams over 260 channels in more than six languages to 115 million viewers across the Middle East, North Africa, and South West Asia.

Source: NexTVAfrica.com.

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