

# AREWA24 launches new all-Hausa language streaming service

AREWA24 the new Hausa Language entertainment and lifestyle channel in Nigeria and West Africa, has introduced the launch of "Arewa24On Demand" which is the new global subscription video-on-demand and OTT streaming service.



Hausa content. Image source: Gallo/Getty.

This new offering will allow Hausa speakers and their families everywhere around the world to enjoy the diverse Hausa language programming that Nigerians and other West Africans access on a daily basis from the 24/7 Arewa24 television channel.

Jacob Arback, Arewa24 CEO, announced that the new, on demand streaming service, is a way of extending the Network's reach to Hausa speakers, all over the globe.

*Source: NexTVAfrica.com.*

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