



PRESS RELEASE

4 June 2010

AL ARABIYA, THE MOST RENOWNED ARABIC NEWS CHANNEL, NOW ON UBI WORLD TV

UBI World TV, the region's leading multi-cultural subscription TV and radio broadcaster, has given thousands of its Arabic subscribers a reason to be happy by acquiring what majority of Arabic viewers around the world regard as the best and most preferred Arabic news channel – **Al Arabiya**.

UBI switched on **Al Arabiya** on 3 June 2010, with the top-rating and multi-awarded news channel now broadcasting exclusively on the UBI World TV platform within UBI's premium Arabic bouquet on Channel 42.

This also gives the Arabic community in New Zealand a reason to celebrate as this is the first time that Al Arabiya is being broadcasted in the country.

Unbiased, objective and credible, **Al Arabiya** airs 24 hours of the latest news and current affairs about the Arab world and key events taking place around the globe. It has set the trend in the Middle East by airing news that is impartial and non-sensational. Its coverage - comprising hourly news bulletins, enlightening talk shows and in-depth documentaries - is rational but not rigid, informative and daring without being controversial.

Among the must-see programs on **Al Arabiya** include: *Sabah Al Arabiya* presented by Mohamad Abu Obeid and Rawiya Al Alami, *As Sultah Ar Rabiya* presented by Giselle Habib, *Bi-Saraha* presented by Elie Nakouzy and *Panorama* presented by Muntaha al-Rumhi.

UBI President, Mrs. Regina Boulos said, "UBI is proud to launch on its platform the most sought after and most credible Arabic news channel, **Al Arabiya**. In an era where news channels deliver information to suit a particular agenda, group or idea, and where sensationalism is favoured over balance in the quest for ratings, **Al Arabiya** stands out because it strives to adhere to responsible, accurate and truthful reporting. No wonder, **Al Arabiya** is regarded highly and is the preferred news source about the Arab world by the majority in the Arabic speaking community".

UBI CEO Mr Michael Parker also adds, "**Al Arabiya** brings to a higher level the already excellent quality of Arabic programming available exclusively on UBI World TV. UBI's suite of premium Arabic channels, now totaling 31 TV and 10 radio channels, remains unparalleled and unmatched by other Arabic TV providers offering the widest and the best selection of news,

dramas, variety shows, movies, music and general entertainment catering for all Arabic speaking viewers.”

Based in Dubai Media City, **Al Arabiya** is part of MBC Group, the largest news and entertainment broadcaster in the Middle East, reaching an estimated 130 million Arabic-speaking people around the world. It has won numerous regional and international awards for its coverage of issues relevant to Arab people both in the Middle East and around the world. **Al Arabiya** maintains a global network of correspondents and bureaus in 40 major cities around the world.

Al Arabiya is being provided to all UBI Arabic subscribers at no additional cost.

To subscribe to UBI’s Arabic Service which now includes **Al Arabiya**, simply call 1300 400 800 from anywhere in Australia, 0800 4000 23 from anywhere in New Zealand, email sales@ubiworldtv.com or visit www.ubiworldtv.com.