

'The stage is yours!' new pay-off line for SABC 3

SABC 3 has refreshed its line-up, created a brand campaign and launched its new positioning statement, "The stage is yours!"

From 3 April 2017, it introduces a reality slot at 7.30pm from Mondays to Wednesdays, with drama on Thursdays and Fridays. Tuesdays to Thursdays at 8.30pm, it will introduce a magazine strand and on Fridays, it returns with the movie feature. Back by popular demand, Bollywood movies will be at 3pm on Sundays.

The main news bulletin will move to 6pm, with the *Bold and the Beautiful* moving to 6.30pm, followed by *Isidingo*. *Afternoon Express* will move back to 4pm and *Real Talk* making its way to the 5pm slot. *Days of Our Lives* will move to 10.30pm and *Special Assignment* moves to Monday at 9pm. *Trending SA*, the talk show that covers issues that are trending on social media, will now be broadcast at 9.30pm Mondays-Thursdays.

"SABC 3 is looking forward to launching some new properties on its prime time schedule this year. For viewers who are globally aware but have their hearts firmly rooted in South Africa, the channel is shining a spotlight on their progressive spirit. We are excited to hand the stage over to represent their dreams and aspirations," said Aisha Mohamed, head of bouquet at SABC 3.

For more, visit: <https://www.bizcommunity.com>