

## SABC unveils new World Cup ad

The South African Broadcasting Corporation (SABC) has unveiled its television ad campaign for the 2018 Fifa World Cup Russia. The gist of the ad is social cohesion as anyone, regardless of background, may access the programming of the football tournament.

SABC audiences may enjoy the matches in the language of their choice as the national broadcaster has lined 12 radio stations to broadcast the matches live, while SABC 1 is the host television channel of the 2018 Fifa World Cup Russia.

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