



Aria Television
Exclusive Channel For Children & Teenagers

Press Release

ARIA TV Launched as Exclusive Channel for Children and Teenagers

Kabul, Afghanistan (4 April 2011): ARIA TV was launched as an exclusive and dedicated channel for children and teenagers today at 03:00 pm AST. The channel will serve as an educational and entertainment channel aiming at children and teenagers of 2-19 years old. The channel will use some modern and unique tools and approaches to target preschoolers, students and out of school children.

Afghanistan enjoys freedom of press by law, comparatively much better than most countries in the region. The current media stations altogether the print media, radios, TV stations and web pages are not only affecting the policies of Afghan government but has been focusing on the region and neighboring countries.

Mr. Ajmal Obaid Abidy, the CEO of ARIA TV, elaborates on the upcoming programs saying “we will use edutainment as a strategic approach for educating children and teenagers. It will be done through different programs such as animations, TV shows, soap operas, feature movies, documentaries and TV spots. A creative team with the support of Afghan educators will work on these programs.”

Aria TV programs seems to be mind-blowing for children mostly cartoon movies at the moment and soon there will more entertaining and educational programs based on the upcoming announced programs. Mr. Abidy explained “The channel will have a lot more to present for the children in the near future.”

Afghan children lacks recreational programs particularly exclusive TV stations to keep them entertained positively, more often they share the programs produced for above children age typically influenced by political interests, violence news, ethnically diversified, killings and irritated pictures hardly can a child bear and absorb it.

There was a desperate need of such a channel for children and teenagers in Afghanistan to keep them entertained up to their level of knowledge. At the same time, we expect soon this station will broadcast programs in local languages (Pashto-Dari) with some in-house productions, more and more educational programs.

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