

# *The uniqueness of ABS Radio*

**The Arabic Broadcasting Service differs from other radio stations in the Arabic speaking market in the following ways:**

- The radio station will be a broadcast format
- The radio station will cater more to the needs of the Arabic speaking market
- The radio station will broadcast News and Events 24 hours daily in more depth than any other Arabic radio station
- The radio station will trade off the respected international name "Arabic Broadcasting", an internationally respected title.
- The radio station will provide a series of special features providing a platform for prospective advertisers that are currently not serviced by the Arabic media
- The radio station will include an Extensive English section providing those Sectors of the Arabic community that do not Read Arabic with a medium in a common language
- The radio station will include coverage of News from the Middle East by respected local Correspondents



**STATE-OF-ART BRAND NEW STUDIO OF  
ABS RADIO**



**EXPERTS FROM HONG KONG WERE INSTRUMENTAL IN SETTING UP THE STATE-OF-ART STUDIOS OF ABS  
RADIO IN LIDCOMBE WITH THE HELP OF LOCAL TELECOMMUNICATIONS ENGINEERS**

**THE RADIO STATION BROADCASTS LIVE ON THE INTERNET –  
A BONUS FOR THE ADVERTISERS**