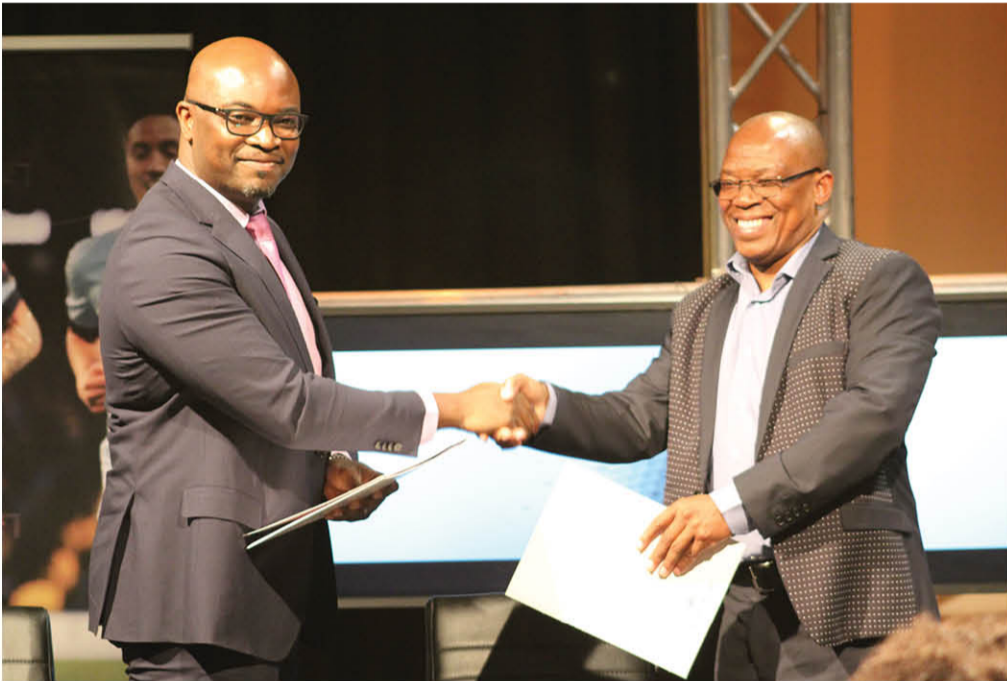


PREMIUM MUSIC & SPORT CHANNELS LAUNCHED BY nbc



Mr Ben Amadasun (Chief Executive Officer of Kwese Free TV) clinching the deal with Mr Stanley Similo (Director General of nbc), in studio 2 at nbc Windhoek.

The Namibian Broadcasting Corporation (nbc) launched its fifth and sixth channels at its Head Office earlier this week.

nbc once again made history this week when it launched two more channels on its digital platform. For many years the Namibian public were limited not only with content, but also with choice. The choice to choose what they want to watch and when

they want to watch it. Digital migration has brought many challenges but also many success stories, to the point where the nbc was one of only 4 African countries to celebrate the digital milestone and reach the ITU deadline for June 2015 with 74,5% national coverage. nbc Director General Stanley B. Similo stated: "The broadcaster is tasked to implement and roll-out this project with a set tar-

get of 100% national coverage as per our NDP 5 & HPP strategic goals."

Nbc5 is a 24-hour music channel on the DTT platform. The introduction of the music channel is to complement the current existing channels, to retain current nbc audiences and attract more audiences to the nbc platforms and eventually to generate revenue. The nbc Sports Channel; nbc6, receives its feed from Kwesé Sports which forms part of a network that hosts pay TV, free-to-air and digital broadcasting. Kwesé Sports consists of premium sports programming and general sports entertainment content combining live sport, archive sport as well as documentaries.

At the signing ceremony, nbc Director General, Stanley B. Similo added: "With this partnership and introduction of the new sport channel, the nbc will be able to bring premium sport content and 70% local and regional music as well as international sounds to its loyal viewers." Prior to the signing ceremony, the nbc was able to broadcast international boxing fights on its DTT platform in light of the cooperation. Kwesé Sports provided the sub-license to the broadcaster for the territory of Namibia only of the two fights; Ricky Burns VS Julius Indongo fight on 15 April as well as the Anthony Joshua VS Wladimir Klitcho fight on 29 April 2017.

Commenting on the launch Chief Executive Officer of Kwese Free Tv, Ben Amadasun said: "We are excited to launch Africa's largest and first Pan-African sports channel Kwesé Free Sports in Namibia through nbc. This is the 25th market where Kwesé Free Sports is available. We pride ourselves in offering world class sporting action live and in some cases exclusively on our platform, making premium games available to sports enthusiasts across Africa. Now Namibian sports fans can also enjoy the best in sports live and for free 24/7."

Kwesé Free Sports offers live free-to-air coverage of some of the best in global sports. Through this deal with Kwesé Sports, nbc is guaranteed the broadcast of key sport events including the Premier League, the NBA, the NFL, Brazil Serie A, Copa Del Rey, motorsports, international boxing and so much more. The channel will also broadcast the **FIFA Confederations Cup 2017 and 2018 FIFA World Cup**.

The event was well attended by Namibia's sport fraternity, sport personalities, members of the Kwesé TV network, nbc management and staff as well as members of the media.

nbc Music is available on the broadcaster's DTT decoder; channel 105 whilst Kwesé Sports is available on channel 106 as well as the Kwesé Free Sports smartphone application.

nbc CELEBRATES WORLD PRESS FREEDOM DAY

World Press Freedom is the global celebration of the fundamental rights to freedom of expression. The celebrations brought relevant participants together to discuss media challenges, building and maintaining peace as well as understanding and inclusivity. This year's observance of Press Freedom in Namibia also discussed the new addition to the Media Code of Ethics, a move that seeks to retain current self-regulation amongst the journalistic profession in the country.

The Namibian Broadcasting Corporation

(nbc), alongside the United Nations Educational, Scientific and Cultural Organization (UNESCO), the Ministry of Information and Communication Technology (MICT) and partners celebrated the 2017 World Press Freedom Day at the Nampower Convention Centre on 10 May 2017.

As part of the celebrations, President Hage Geingob also launched the revised EFN Code of Ethics. Namibia remains top in Africa in regards to Press Freedom, ranking 24th globally out of 180 countries.



Head: News and Current Affairs, Claudia Ikela talking on this year's World Press Freedom Day theme; *Critical Minds for Critical Times: Media's Role in Advancing Peaceful, Just and Inclusive Societies*.



nbc TV - Religious department is looking for young people, to suggest a name for a Young Adult Christian talk show, which will seek positive lifestyle solutions despite the pressing issues of the day. Send your suggested name to our Facebook page A New Season - nbc, fshitaleni@nbc.na or ojoram@nbc.na

nbc DIGITAL

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